LET'S SELL ICE CREAM

THE PARADE OF ICE CREAM

"SPECIAL SERVICES—*The Parfait and the Banana Split lead the field in distinctive presentation of Ice Cream in "glamour" clothes.*

THERE are "sundaes," ice cream "sodas," milk drinks and special services to use for every day out-of-the-ordinary occasions.

Plan now to use some or all of the Ice Cream specials in the Parade of new dishes for your own Ice Cream selling.

With the many suggestions here pictured and listed, you can make up your own parade of Ice Cream. March right into your customers' favor with Ice Cream — "Drum Major" in the Parade!

"THE WORLD'S FINEST FOOD"

PRICE
$2.25

GEM CITY
ICE CREAM

LET'S SELL ICE CREAM

Published at the Laboratory of the

ICE CREAM MERCHANDISING INSTITUTE, Inc.

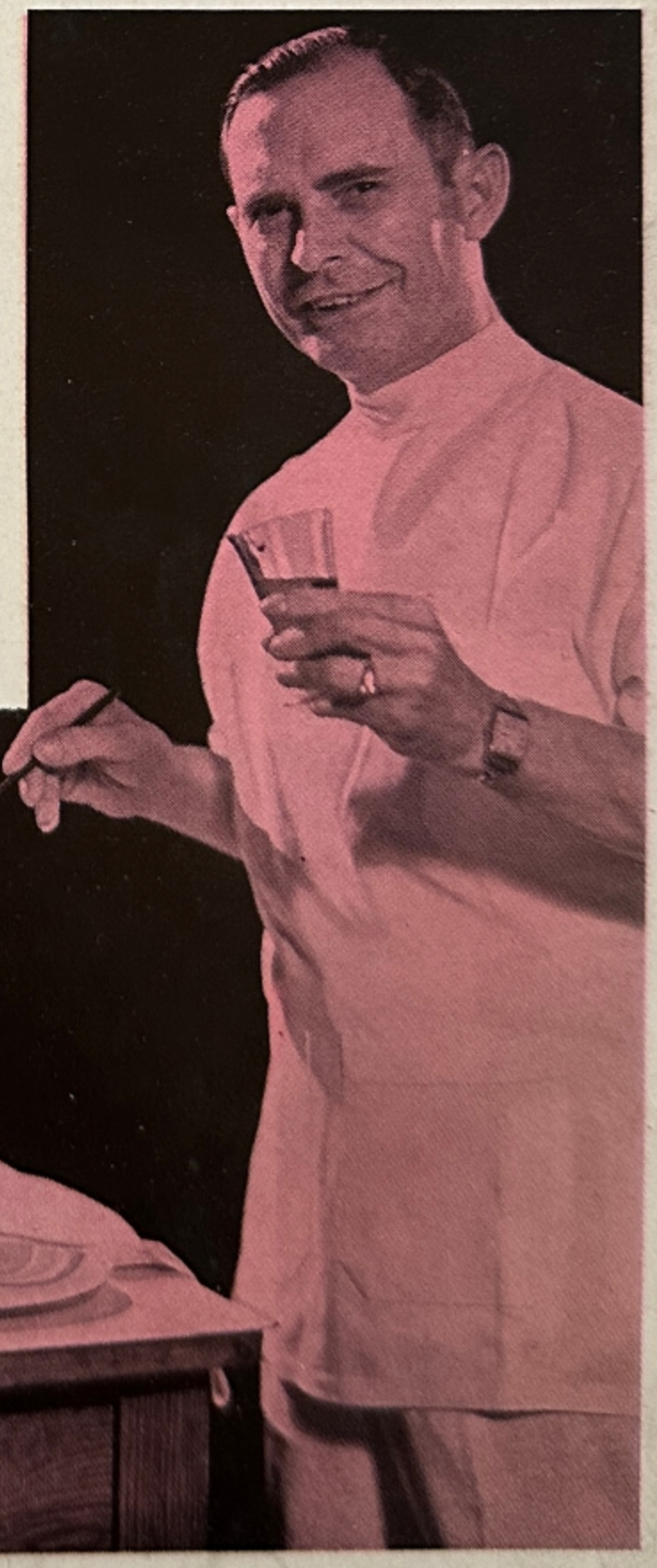
Affiliated with the International Association

of Ice Cream Manufacturers

WASHINGTON, D. C.

George W. Hennerich

Managing Director



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Printed in U. S. A.

Foreword

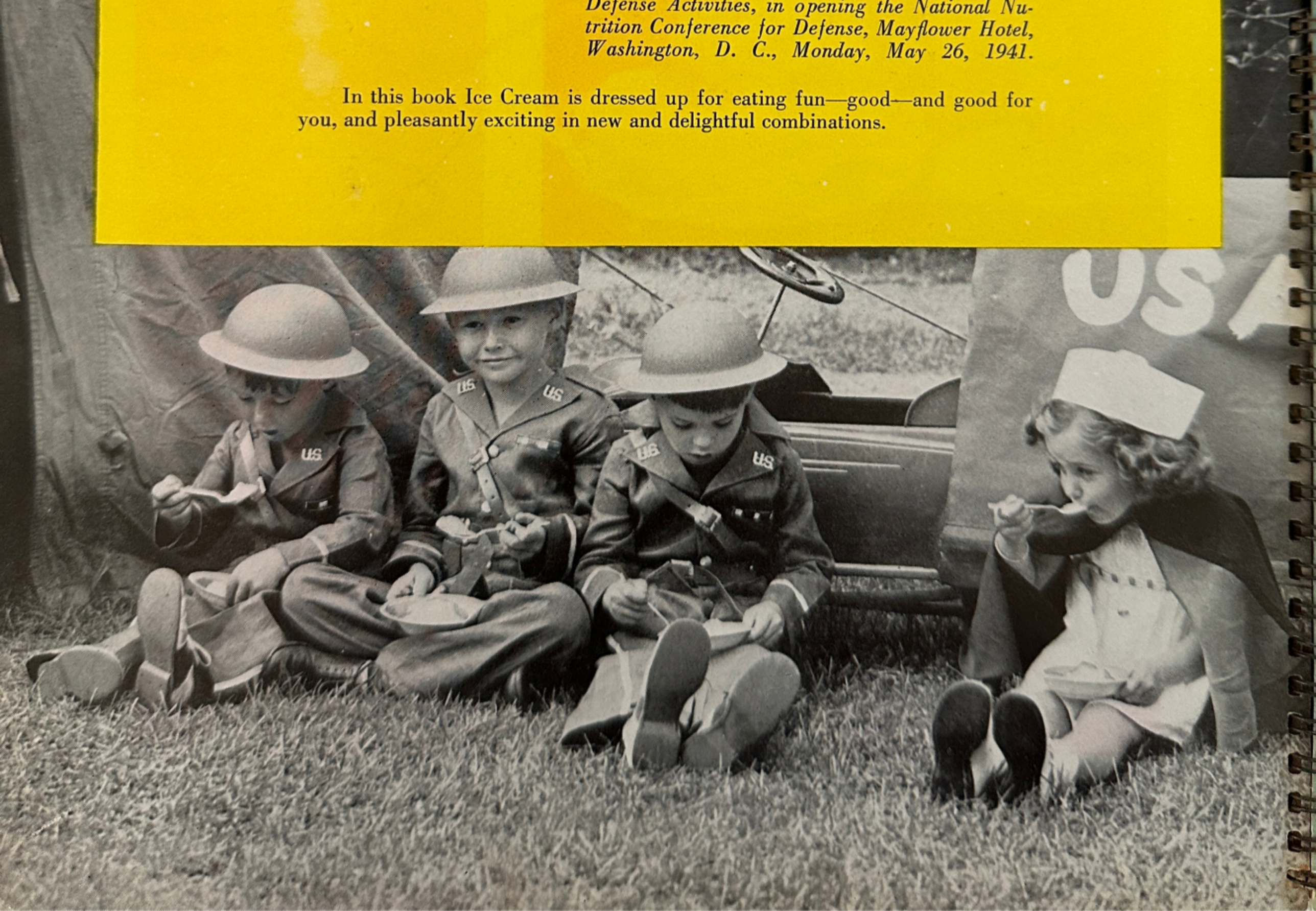
"Eating ought to be fun!"

"I suggest that the experts, too—the doctors, nutritionists, educators, home economists, and career consumers—also have forgotten a point the advertisers remember. *You experts have often forgotten that eating ought to be fun.*

"Something frequently happens to good food when its selection is distilled through the coils of an expert. Food loses its gastronomic gusto. A fellow gets the uncomfortable feeling that he is eating exactly what he ought to and he develops a sort of technological claustrophobia about it."

—Paul V. McNutt, Federal Security Administrator and Coordinator of Health, Welfare and Related Defense Activities, in opening the National Nutrition Conference for Defense, Mayflower Hotel, Washington, D. C., Monday, May 26, 1941.

In this book Ice Cream is dressed up for eating fun—good—and good for you, and pleasantly exciting in new and delightful combinations.



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Ice Cream—
Healthful Nutrition in Every Dish

Ice Cream, a body building, energy producing food, comes from the plants of the nation a quality product, sanitarily safeguarded through every step of its production. It has the endorsement of nutritionists as a dietetically valuable food—good—good for you.

Ice Cream is rich in the proteins, minerals, and vitamins of milk, and for this reason is valuable in the diet as a general purpose food for all ages. From Department of Agriculture figures, it is calculated that 4½ billion pounds of milk are used each year to supply the cream and other dairy products used in the 1,200,000,000 quarts of Ice Cream which Americans eat annually.

Extending the market for Ice Cream depends, first, on quality of the product —second, on its presentation to the public so as to create preferential purchasing. There are 130,000,000 consumers in America, so our opportunity to create preference is no small one. What do these American millions want more than anything else in the world? For what would they be willing to give their last dollar if they found this "something" taken from them? The answer is health, based on sound nutrition. If Ice Cream is a product which can help build health through sound nutrition, it is a product which will sell.

Health Comes From Sound Nutrition

The human body is a machine very similar to the automobile which we use for transportation. The body has a chassis, superstructure, or framework. This is built and maintained by food that is taken in, digested, and assimilated in orderly fashion through bodily processing. Of great value in building the framework or chassis is that part of food known as the mineral part.

Out of the minerals in food are built the teeth, the bones of the human body—our chassis. These same minerals in proper balance aid the heartbeat within the body; act as an aid to digestion; in fact, a proper mineral balance plays a most important part in prolonging life.

Even though we may have a nice skeleton we still haven't a human body. The consumer to whom we are going to appeal with our product Ice Cream has to have something more than just a skeleton offered to her. She is interested in the question of whether this human body is going to be upholstered properly. So we discuss protein. Proteins are those parts of our food which build the upholstery of this human body. We need proteins, for instance, to build muscles. The bones cannot work and function without muscles, and muscles cannot be built without proteins. Protein comes from the food we eat. There is no other way to get that strong muscle than right down our throats. The blueprint for human structural materials calls for protein. In the human machine, skin, hair, muscles, fingernails, and blood—all important body tissues are made from protein. Proteins in the body, however, are constantly wearing away, and new ones must be brought forth. For example, every drop of blood in our body today has been built up in the last immediate six weeks.

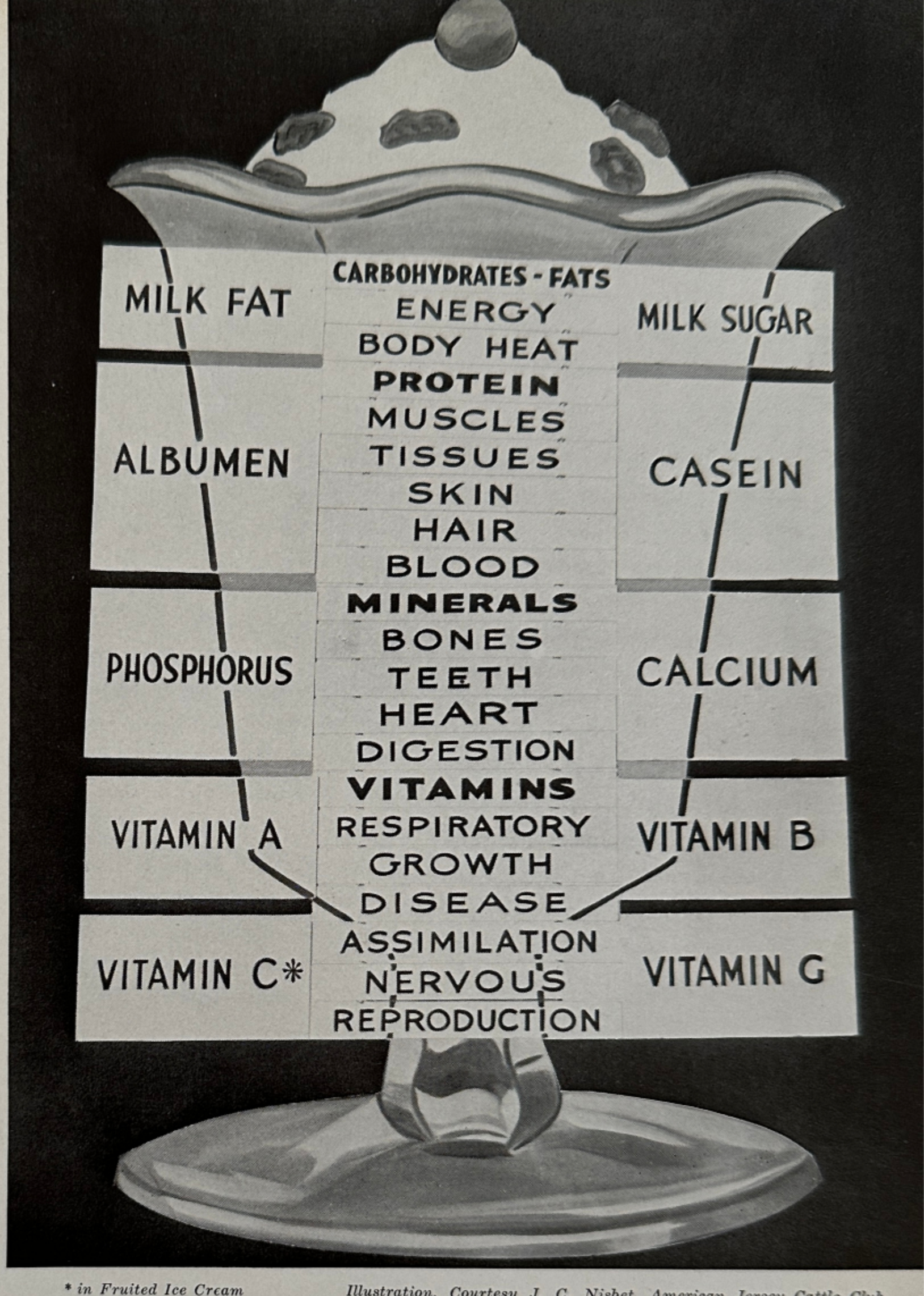
There is a vast difference between the protein make-up of skin, hair, fingernails, blood, muscles. Some proteins which we eat contain all of the building stones or amino acids of which twenty-one are known. Some proteins contain only a few of these building stones. A food to build and repair all protein tissues in the human body must be a complete protein. Ice Cream and milk contain such protein.

Life Requires Carbohydrates and Fats

Even if you have a skeleton properly upholstered you still would not have a very valuable human machine, because a machine to be valuable has to do things. You can't do things without carbohydrates and fats going into the body. They supply the energy that lets us move, work, and play. We cannot have life without energy and without heat. These necessities for the body must come from food which gets in through the digestive system of the human machine. Energy and heat nutrient materials in food are known as carbohydrates and fats. Energy requirements of the human body are a twenty-four hour a day necessity as long as there is life. The human machine can idle as it does when we are asleep, but unlike the automobile, in the human machine we never can shut off the motor. The heart and lungs must keep right on functioning. Their performance depends upon the supply of energy through the food we eat and assimilate.

Vitamins the "Spark" of Health

Suppose our automobile has a nice framework properly upholstered, the gas tank all filled with high power gas, we still haven't a machine which will work for us until a small spark flies between two points on the sparkplug, igniting the gas, pushing down the cylinders, and turning the wheels, combining to make the car go. Just a tiny spark between two points on a plug there, in the cylinder head of the motor, holds the key to all possibilities of the automobile's usefulness. Without that there is no value to the machine. The wrecker has to be called to move it out of the way for one that can function. In the make-up of the human machine are tiny hidden sparks, which we call vitamins. Unless they are present the body bogs down, is overtaken by sickness, refuses either to go or grow. Deficiency diseases may occur in normal people as a result of unbalanced diet. Dairy products have long been recognized as a good source of minerals and vitamins important in the daily ration to secure a balanced dietary. Ice Cream, a dairy product, because of its palatability as well as its nutritional value, has its place in the dietary as part, at least, of the source of dairy products necessary for sound nutrition. Because Ice Cream is popular and is enjoyed by so many of all ages, it is a particularly pleasurable way of including the dietetically valuable properties of milk in the diet. Dairy products are recognized as a natural source of several of the important hidden sparks which are called vitamins. People can be interested in any food through which nature supplies such sparks for their human engines.



** in Fruited Ice Cream*

Illustration, Courtesy J. C. Nisbet American Jersey Cattle Club.

Calcium

Many food products eaten by American people today are deficient in minerals. Bodies may be depleted, bones become more brittle in adults, breaks and fractures become more common and more serious if insufficient mineral is supplied. A high percentage of the boys examined for the Selective Service were declared not physically fit because of bad teeth. In milk and Ice Cream there is a tremendous load of this lacking mineral. In a single quart of milk there is estimated to be calcium equivalent to that found in three and one-fifth pounds of celery, 21 pounds lean meat, 39 eggs, 28 oranges, or 29 pounds of potatoes.

In fact, adequacy of both calcium and phosphorus is assured in the diet when

calcium needs are mainly met by milk.

Ice Cream, like other dairy products, is considered by nutritionists as a good source of calcium in relation to the quantity eaten. It is an important food—just as important in the dead of winter as in the middle of summer, and it has inimitable taste appeal—it's fun to eat Ice Cream!

Protein

Milk and Ice Cream do not stop with just furnishing one diet necessity. That is the really significant difference between milk and dairy products and other food products. And don't get away from the fact that whatever holds true of milk in any nutritional connection also holds *true for Ice Cream* with its 4/5 content of milk products.

Milk contains a goodly supply of proteins. The scientists name the principal ones albumen and casein. The most important thing about the proteins of milk is that they are known as complete proteins. They contain all the twenty-one known amino acids or building stones. Not only is a very high percentage of the protein in milk digestible and readily assimilated into the protein tissues of the body, but, taken with other foods, milk, Ice Cream, butter, cheese, and all dairy products, help fill out the protein deficiency of other foods, thus unlocking what would otherwise be wasted nutrient value. There's a real scientific reason for butter with bread, cheese with crackers, Ice Cream with peaches or Ice Cream with cake.

Carbohydrates and Fats

Of still further value to life, health, happiness, and fun, is the quick-energy value of milk and Ice Cream. Its butterfat melts at the low body temperature. It is readily digestible, and thus can be burned, and converted into action, play, work, doing things, having fun! The milk sugar contained in milk is not found in any other natural food. It is packed with important carbohydrate requirements of the body. It comes high at the drug store! Yet it's an asset in every dish of Ice Cream you eat, put there by nature.

Vitamins

Nature has never disclosed the chemistry of milk. Our scientists can tear it down, but none have ever been blessed with the knowledge of how to build it up. The secret of milk is very deep within divine chemistry. The secret of life is much the same. Milk, so necessary in every instance for the beginning of human life, contains in its natural goodness many of those vitamin sparks known today, and perhaps some yet to be discovered.

Vitamin A is present in sufficient quantity so that, nutritionally, milk is considered an excellent natural source, contributing an appreciable portion of the daily requirement for this vitamin, and, by the way, a dish of Ice Cream contains more Vitamin A than a glass of milk.

Vitamin B_1 is also present in milk in recognizable amounts, although not in quantities large enough to supply a great proportion of the daily requirement.

Vitamin G is present in relatively greater amounts than Vitamin B_1. Indeed, milk is considered by the American Medical Association as an important source of this vitamin.

Milk is the most suitable of all foods available as a carrier of added Vitamin D. It is, indeed, the only food branded as acceptable by the American Medical Association when fortified with this vitamin.

"*Ice Cream Not Fattening*—A common misunderstanding about Ice Cream is that it is a rich, fattening food. As a matter of fact, many other desserts are far higher in calories. An average serving of Ice Cream, measuring approximately one sixth quart, provides about 200 calories as compared with 450 calories for a piece of lemon pie or 350 calories for a serving of angel food cake.

"Ice Cream may be included in reducing diets, as it is a food high in minerals and vitamins but relatively low in calories.

"*Air in Ice Cream Gives Good Texture*—Many people think there is too much air in Ice Cream. They do not know that the amount of air which is beaten into Ice Cream mix is regulated by law, or that air is a necessary ingredient in Ice Cream. Unless it had air beaten into it, the Ice Cream mix would freeze to a hard, solid mass instead of a light, smooth, creamy product.

"Ice Cream which had not air beaten into it would be like bread that had not risen. The principle is similar to that followed in the kitchen when air is beaten into eggs, whipping cream, or batters."

So goes the story of Ice Cream—as good as we say it is.

What a story! What an appeal! What an advertising advantage! What a product we have in Ice Cream, containing as it does, the same cream, proteins, minerals and carbohydrates contained in fluid milk in even more concentrated form. Ice Cream—as good as we say it is, worthy of the merchandising effort that is being put on it today.

—*Prepared from material furnished by courtesy of J. C. Nisbet, American Jersey Cattle Club*, New York City and *National Dairy Council.*

What Causes Lost Sales at the Retail Store

During the past year, we conducted a survey among merchandisers actively engaged in work for many Ice Cream companies. The questionnaires went to merchandisers all over the United States—into large cities, medium sized towns, and villages.

One of the questions which was asked of this group was, "In the stores on which you call, what are the ten leading causes for lost sales?"

There were, of course, many and varied answers to this questionnaire, and these answers were expressed in the language of the man who called on the account. Compiled and assorted in this office, they make rather an interesting commentary on the conduct of the ordinary retail store on which merchandisers call.

The answers to this question, assorted, fell into six general classifications, as follows:

1. Store appearance.
2. Prices, costs, etc.
3. Goods, equipment, and services.
4. Management and employee relationships.
5. Cleanliness and sanitation.
6. Merchandising

What, then, de we learn of the conduct of a retail store, as we break down these general classifications? Let us see.

STORE APPEARANCE

Nearly one-half of the replies under this classification noted poor store appearance, together with poor lighting and dirty fixtures, as the cause of lost sales in those stores. Poor store appearance means, of course, from a merchandising point of view, the appearance of the store as one first approaches it and enters. That is, then, the stores which lose sales because of their appearance, their lighting, and their fixtures do so, because the first flash to the passing traffic is not one of invitation. It is rather one of "Go away! I'm not interested in selling you! If you come in here, O.K., but I'm not going to do anything to get you in."

You know the old saying, "Put your best foot forward." That's true in store selling, just as much as it is in romance, in job seeking, or any of the other situations to which it has been so many times applied.

When a branch of a chain store is opened in a neighborhood, what is the first thing the company does? You know. They paint that store front in their color; and, during the lifetime of the lease of that store, the front is maintained in a clean condition. They don't mind putting on paint once or twice a year—a coat of it—to give a good appearance to that store and identify it to passing traffic, and filling stations are painting almost continually! Why should any store owner hesitate to spend the few cents that a coat of paint would cost when it may bring him so much in the way of traffic attention?

Windows—The "Eyes" of the Store

Washing the windows will help, too, in store appearance. You can't see well if your eye glasses are dirty; and, if your windows are dirty in the store, you can't see out, perhaps, to see how many people are passing by; neither can they see in to tell whether you have anything in that store they want to buy. So, don't minimize the importance of washing the windows in keeping the store appearance neat.

Poor Arrangement

Next to the appearance of the store, as a cause for lost sales under this section, was that of a poor arrangement of the store; and, of course, from the standpoint of merchandising Ice Cream, the poor situation of fountain or cabinet. Many, many times, the Ice Cream Merchandising Institute and many of its supporting members have spoken of the place which the cabinet or fountain holds in the store as a customer attraction. This has been proved by surveys made by the Government and independent surveys made by Ice Cream and drug companies.

Ice Cream—the Magnet

Ice Cream is the biggest magnet of the retail store and draws more people in than any other product which that store may handle. Surely, then, the advantage of having the Ice Cream department in a good location in the store so that everybody knows that store has Ice Cream is worth what it costs. Even if rearrangement is necessary, it will prove a wise expenditure of time and money to arrange the store so that the Ice Cream has a dominating position in the store as far as entering store traffic is concerned.

"Store Hangout"

Will you be surprised if we tell you that the third in number of reasons for lost sales was given "because the store was a hangout." That is, a group of persons was in the habit of using the store as a headquarters for their sort of club, perhaps, which does not induce the ordi-

nary customer to come in. If the store is catering to that class of people and they yield enough customer patronage so that the income from the store is in the good bracket, then, of course, it is desirable, perhaps, to encourage such hangout! But how often is this true?

Other reasons given under this general heading of store appearance were: "will not modernize, old-fashioned fixtures, stale-looking displays, poor ventilation, gambling in store, fountain loaded with miscellaneous items, poor stock storage," etc.

There is nothing new in any of these reasons—nothing which store owners have not had to face since they started in business. Yet, it is surprising to find how often they still persist and how they are still reasons which cause lack of sales, or loss of sales. The store owner doesn't seem to realize, from his daily association with his store, how much he is handicapping himself by failing to fix his store attractively and to accent those departments which bring him the most customers.

PRICES, COSTS, ETC.

The question of prices and costs enters largely into the profit picture of any retail business. As a cause of lost sales, it would, of course, rank as one of the very first.

In the answers given by this large group of merchandisers gathered under this general heading, the most important, from the standpoint of number, was *lack of records.* This, in effect, says that the man does not know how much he is paying or what he is getting for what he buys, and, certainly is a justifiable reason for his failure to achieve profitable business success.

Yet, forms which are adequate for the pricing and costing of a retail store need not be elaborate.

In "Let's Sell Ice Cream" in the past several years, we have shown the forms which any person could easily and quickly keep which would give him all the information he needed in this particular respect. However, just as no store can price its commodities for sale without knowing what they cost, so no store owner can know how much his business is going to yield if he does not know what his goods cost, what are the overhead or fixed charges of the business which he is conducting.

It cannot be too often stated that no matter how simple the record a man may keep, inventory figures, sales, and costs are a necessary part of his knowledge, if his business is to be run on anything like a satisfactory basis.

Over-Buying and Careless Buying

In line with this same lack of knowledge of costs, the next reason, in number of answers, was that of overbuying and careless buying. This would, of course, probably work directly in with the store which did not know its costs and did not know what sales were bringing in.

With market conditions as they are, at the present, and their prospects in the future, no person in a store should ever be careless in the expenditure of money for materials and supplies. Over-buying of a commodity may result in a tremendous loss, of course, because of spoilage, because the articles moves slowly, or because the value has been poor in the beginning.

Careless buying, on the other hand, may mean that loss occurs because of lack of judgment in the *quantity* and *quality* of goods which he brings into his store and inability to move them in the channels of his ordinary trade.

If the proprietor of the store can be helped to check carefully his requirements, his potential so far as the ordinary customer traffic is concerned, and buy on the basis of this experience and expectation, then, careless buying and over-buying might be eliminated from his business risks.

Overhead

Too high overhead was given as another cause for loss sales under this classification. This means, of course, that the proprietor is not receiving the volume of business which his location demands if he is to be successful. Too high overhead may also mean waste in the use of those items which go to make up overhead—that is, too many wages being paid or too high wages, too much electricity being used, too much water being used, too high rent being paid, etc.

DON'TS

Don't answer by a straight, unqualified "No" a customer's inquiry as to whether something, not carried, is in stock.

Don't show annoyance over actions or noise on the part of a child accompanying an adult customer.

Don't act as if you resent making a special order

Don't answer questions about Ice Cream in an uncertain, hesitating way.

Don't divide your attention between a customer and someone not a customer.

Don't be uninformed on what the store is offering in its windows or advertisements.

Don't urge a customer to buy something not wanted —suggest, don't high pressure.

Above all—
Don't argue with customers.

Prices—Too High

Another fairly general answer under this classification was "prices are too high." This commentary, as a condition resulting in lost sales, is fairly general from various sections of the country.

The customer today knows when he is getting his money's worth and when he is being given an inadequate portion for the price which is asked for that particular piece of merchandise.

In today's stiff competition, giving of inadequate portions for the price asked is very expensive in the long run. The customer will not return to the place where he has been overcharged, but will go back to the place where he has been served well and adequately. If the store were the only one within the district which could supply the customer's wants, the customer might be helpless; but, today, there are stores on nearly every corner which will give the customer practically any type of service he desires. Therefore, too high prices for portions served can never be successful, as a volume business builder.

It is interesting to note, as reasons for lost sales or for lack of sales, only one returned the answer that the man's selling prices were too low. There were several who answered, in this class, that employees' friends were over-served, thus cutting the profit to the store owner. Such condition, of course, exists where management is careless and where training is improperly given or where supervision is not as keen as it should be.

Goods, Equipment, and Services

There was a large number of answers under this particular classification—more answers, in fact, than under any other classification which we noted.

Incorrect Dipping

First, in order of numbers, in this classification, was that of incorrect dipping. Of course, the merchandisers who answered this questionnaire were all Ice Cream merchandisers, and that would be one of the weak spots which they would notice immediately upon any survey of a store.

There still remains, apparently, much work to be done in this field. It can be done, and should be a part of the training of every Ice Cream department employee — that is, that he himself is taught correct dipping and instructed in the process of teaching other retail store employees with whom he comes in contact. It is a serious question in Ice Cream dispensing and demands continued, careful instruction, if this particular cause of loss of sales is to be overcome.

One way this can be done is to give your retail employees an actual dipping demonstration. After showing them the correct technique of dipping, go one step farther. Line up plain sundae dishes; and, with the five usual size dippers, No. 30, 24, 20, 16, and 12, show the actual sizes of Ice Cream obtained from each dipper.

Stress cost and selling prices of the Ice Cream. Many do not know their costs and are under-portioning to the detriment of their customer market. If the Ice Cream Department manager knows he can make a good profit when his service of Ice Cream is larger, the first hurdle has been cleared in increasing Ice Cream business.

Poor Equipment

Under the equipment section of this division, poor or obsolete equipment, improper refrigeration, incorrect holding temperatures for Ice Cream, and defrosting cabinets improperly were the four leading answers. All, of course, apply directly to the condition of the Ice Cream as the customer receives it.

With poor or obsolete equipment, refrigeration is perhaps not up to the mark, and the holding temperature for Ice Cream may vary sufficiently to impair its texture or to make most efficient dipping impossible. It is certainly true under such circumstances, that expenditure in the form of the purchase of new or more modern equipment would be justified and returned many times over to the retail store, in the better condition of the Ice Cream department, and the elimination of losses through soft or icy Ice Cream.

Poor Service

Poor service was, as would be expected, at the head of the list of services. Food not properly or uniformly prepared and served, was another commentary seen very often, and, of course, poor food, poor goods, stale merchandise, inferior flavors, inferior toppings, incorrect portions, too much fruit and flavors, poor appearance of finished item—all given by more than one person and for more than one region.

Management and Employee Relationships

It was interesting to note that there were many answers as to the reasons for lost sales which came under this category; and, first of all these was, as you would expect, poorly trained employees. That is true in any business, of course, where sales are lost by inefficiency or ignorance of the employees more than by any other one cause.

Indifferent employees also received notice in a large number of these answers and probably could have been added to poorly trained employees, for no employee should be indifferent who has been properly trained in the advantages of sales and the opportunity for advancement in his particular business.

Dishonesty

Dishonesty among employees was given time and again. This, of course,

comes under training of employees, also, and deserves attention of the management as a very necessary part of employee instruction.

Impoliteness, discourtesy, and insolence, also on the part of the help, were given many times, as well as carelessness and ignorance of product and handling.

Personality of Manager

So far as management itself was concerned, the personality of the manager led this particular subdivision. Among characteristics not desirable in a manager were those that he "lacked knowledge of the business, was argumentative, unaccommodating, neglected business, not cooperative, gossipy, etc."

Lack of Cooperation

Following through the personnel relations, lack of cooperation between employer and employee and lack of supervision on the part of management were the next in order of number.

Laziness came in for its share—whether that of employer or employee was not stated, but it would not be hard to decide that with a lazy employer, the employees are not going to show very much pep and enthusiasm. Poor management was often the answer in this category; and, of course, the other reasons which have fallen under this, are largely the result of poor management. Management which is not alert, which has no knowledge of its business, which is indifferent, lazy, or neglects business cannot train employees properly to carry on any business which will be up and coming and profitable.

Cleanliness and Sanitation

This has not been put down this far in the list because it was not mentioned often. In very many answers, something which depended on cleanliness and sanitation was given for the reason for lost sales.

Dirty Store

Heading the list was that of "dirty store."

It would not seem, perhaps, at first glance, as if the cleanliness or dirtiness of a store is a merchandising problem; and, yet, to sell a package, it must look attractive.

It's not the dog-eared copies of books which have been thumbed by many people which bring the prices at the best book stores. No, indeed! They're thrown out on the bargain counters, in the alleys, or in the "browse-around" tables of the second or third rate book shops. It is the new book which commands the high price—with a beautiful wrapper and with care taken in the display which brings the buyer and puts him in the mood for the purchase which the bookstore owner wishes. It's just the same in anything else.

A dirty store is particularly undesirable in any food connection. We may not be so particular about cleanliness in some things, although we are, in many instances; but, when it comes to food, even people who have not been apparently cleanliness-minded are particular as to the food they buy. If the surroundings are dirty, the food may be clean, but we will not believe that it is so.

Dirty or unsanitary fountains continued the idea of the dirty store, and were given as a reason in many instances, as were dirty, untidy employees and general lack of cleanliness. The smeared and dirty back bar was mentioned many times. This, of course, checks with the other items mentioned and is one added reason certainly for lack of repeat business.

MERCHANDISING

There were not so many answers given under this section as would have been expected since the answers were all from merchandising men. However, there were some.

Poor Merchandising

Poor merchandising headed the list. Without going into the details, it would be impossible, of course, to understand exactly what was meant by poor merchandising, except for the interpretation of the other answers.

Poor merchandising followed dirty store, untrained employees, etc., down the list, and was just a summing up of the fact that the store was failing to obtain sales because it failed to follow the principles of salesmanship and merchandising, which means that buyers must be attracted, goods satisfactory, and repeat business stimulated by proper and effective merchandising.

"No imagination, enthusiasm, or sales effort" were noted as reasons by quite a number of these merchandisers.

Here, again, merchandising could find very fertile ground on which to build, but probably needed the stimulation of an enthusiastic personality to set the torch alight.

The answers do not reveal anything that many of us have not known for a long time. We have known that, to succeed, a man must know his costs, he must make his store attractive to the passers-by, attractive to the entering store traffic. He must give the people who buy from him so adequate a service, that they will feel that the next time they are in need of that particular product, his store will be the place to go.

Every day, thousands of sales are being lost because the merchants behind the retail counter fail to remember that the public wants its money's worth and wants to obtain the goods it is seeking in a pleasant, agreeable, satisfactory atmosphere.

Sizzlemanship

By Elmer Wheeler,
President, Tested Selling Institute, New York

RECENTLY a selling lesson was staged in the form of a show by a big department store. It dramatized for their employees the best approach to customers.

First, five salesgirls marched by, each carrying a large placard. The boldly-lettered captions read:

1. **"Your customer wants IMMEDIATE service."**
2. **"Your customer wants WILLING service."**
3. **"Your customer wants INTELLIGENT service."**
4. **"Your customer wants ATTENTIVE service."**
5. **"Your customer wants GRACIOUS service."**

Then a brief skit dramatized each of these five placards, showing the right and wrong methods of approach to a customer. Briefly, the skits demonstrated the following, with due changes made to apply the ideas to fountains and Ice Cream establishments.

1. Immediate Service

Wrong: A prospect approaches the fountain briskly but doesn't sit down. The attendant is engaged in a lengthy conversation with another customer about a special order to be sent out to a party that evening and ignores the prospect. The latter stands first on one foot and then on another, and then walks away.

Right: The attendant continues the conversation with the customer, but looks over to the prospect long enough to smile and nod and indicate that he is not being overlooked. The conversation is soon ended and the prospect cordially approached.

2. Willing Service

Wrong: Two young lady attendants are standing together talking. The customer waits a while but shows impatience. The one girl finally tears herself away and edges slowly toward the customer.

Right: The attendant leaves her coworker at once, approaches customer swiftly, eagerly.

3. Intelligent Service

Wrong: A young lady, chewing gum, stares dreamily into space, leans on the counter, finally approaches the customer in a slow, slovenly manner and inquires: "Something I can do for you?" The customer snaps "No," and walks away.

Right: The attendant alertly, briskly approaches customer with a bright and lively, "Good evening," perhaps a fountain list or menu properly extended.

4. Attentive Service

Wrong: Attendant meets customer, is obviously preoccupied with other orders and other customers. The customer states specifically that he wants "a chocolate soda with chocolate Ice Cream" and then a moment later he hears the girl asking, as she puts the syrup in the bottom of the glass, "What kind of Ice Cream d'ya want in it?"

Right: The attendant looks squarely at the customer, listens attentively to what is ordered, as if there were nobody else in the store—and then fills the order promptly and correctly.

5. Gracious Service

Wrong: The attendant approaches a customer in a cold, disinterested manner. Her face is unsmiling. It is plain she is doing her duty, but without pleasure.

Right: She walks over to customer, looking directly at him, smiles, and says "Good Morning!" in a friendly way. It is plain this girl realizes that her attitude will shape the customer's whole opinion of the store . . . helping not only to make the present order pleasant but also insuring repeat business for the future.

Thus, your job in selling is to make your products or services seem so attractive that they register stronger than any other desire.

Everybody likes good food to eat, everybody is seeking happiness, everybody craves luxury—therefore, everybody responds to the sales appeals addressed to these innate desires.

Remember the old-time "melodrammers" of stage, screen and storybook? Young folks were usually lured to the big city with the same sales appeals—bright lights, shows, jewelry, luxurious living?

That was because experience showed such appeals to happiness and "good times" most often get the answer desired. Thus, in selling Ice Cream and dairy products, there are certain basic approaches and appeals that work better than others.

For example, a prospect steps up to the fountain and the clerk tries to put on the pressure by saying, "Why don't you try one of these Smoo-Smoo Sodas?" Or, "Why don't you give me a break and buy one of our 25c Blitzkrieg Sundaes?"

The prospect is more irritated than interested and naturally says "no" because you haven't told him what is "special" about them, nor said anything to make him want one.

But the next day he or she drops into a store where the attendant understands human nature and how to make people respond.

In this case, neither his words nor his manner crudely imply, "Help me out by buying something from me." Or, "I'm not doing very well on this item and wish you'd let me experiment on you."

Instead, he says, "I know you're interested in new Ice Cream combinations—here's a special that everyone seems to like." Then he tells what, and how, and why—and ends up by saying, "You'll enjoy one, too!"

Photo Courtesy Bruner-Ritter

Your Customer and His Best Friend

As all salespeople must say something, why not remove the "guess and gas" by using words that are backed up with selling ideas?

You can do this easily in selling Ice Cream and allied products. Just stress such points as purity, taste, flavor, food value, novelty, convenience, or "something different".

Different combinations of Ice Cream have different talking points or sizzles. Some feature size, shape, flavor, color, or some new and tricky combination that tickles the palate. Work out some good ones and apply them specifically to each item you are featuring.

One of the first things, when customers come into your place of business, is to make them feel comfortable and in a friendly environment. Radiate some warmth and cheerfulness—be friendly. By this we don't mean that you should slap everybody on the back; get close to your customers in a mental sense rather than physical.

Talk directly to your customer, and not just out of one corner of your mouth. Don't "scatter your shot" by trying to talk to two or three different people or groups of people at the same time. That is distracting and discourteous, and can be avoided by explaining to those waiting, "Just a moment, please —and then I can give you my undivided attention; meanwhile, here is something to interest you . . ."

When several people are served together and it is necessary to leave one check for the amount due, it is best to place it right in the middle where all will have an equal chance at it . . . unless you have previously been requested to give it to a certain party.

If two or three people start arguing over who is to get the check, the attendant should size them up quickly and if one clearly carries the most authority and seems to really want the check, then give it to him. But in case of doubt, always "play the middle" by putting the check at an equal distance from all parties—then it is up to them.

Some good Ice Cream executives I know make it a point to pass along timely suggestions to all their people who come in contact with consumers.

On one occasion they will instruct their fountain attendants on ways and means to increase the sale of fancy Ice Cream for parties and special occasions.

Next time the talk will revolve around the sale of special flavors or ices—various methods to add to the usual quota of "vanilla, chocolate or strawberry".

These folks encourage the use of pie with Ice Cream. In drug stores, lunch counters and other eating places they stress "Ice Cream will taste twice as good if served twice as well."

They help teach clerks to say, every time they sell a sandwich, "What kind of Ice Cream do you want for dessert?"

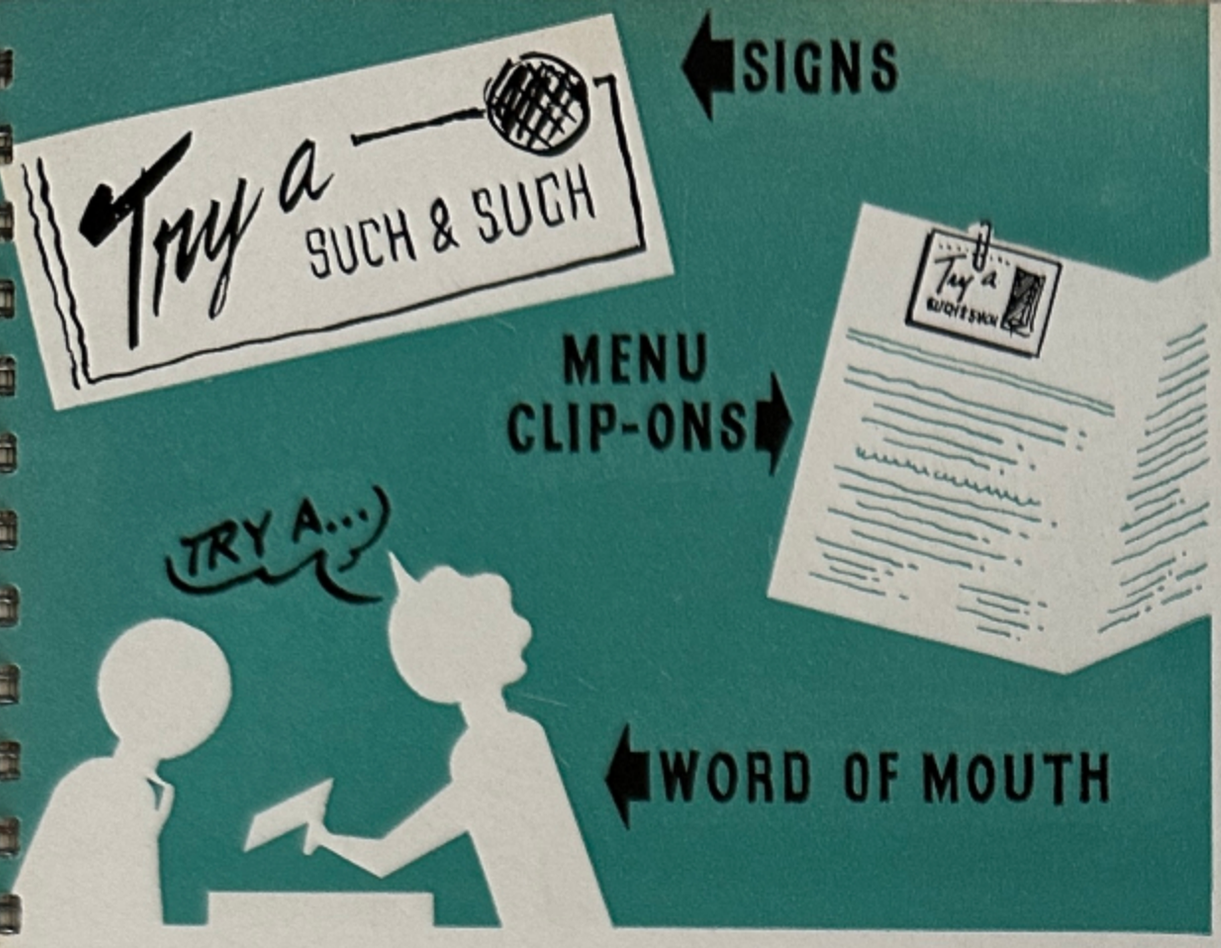
They even help teach the importance of clean hands and nails, hair properly brushed back, clean uniforms, to the dispensers of Ice Cream. They emphasize the importance of keeping table or counter clean (never smeary from previous customers) no crumbs or spots on the chair seats.

They instruct clerks always to serve water and napkin with Ice Cream, so the customer doesn't have to ask for it.

They mention that, in retail selling, a couple of little cookies with a 10c dish of Ice Cream make it look like a 15c or 20c dish.

All these and other similar suggestions, when passed on down the line, stimulate the sale of Ice Cream and return dividends to the far-sighted management that looks after them.

Suggestive Selling



The three roads for increasing Ice Cream Sales through suggestion:

In the retail store, there are three roads for increasing Ice Cream sales through suggestion:

1. Signs at proper locations in the store.
2. Menu suggestions and clip-ons.
3. The word-of-mouth suggestion of the waitress or dispenser.

1. Signs

Direct item-suggestion and appetite-stimulation can be featured by the proper use of signs.

> "Enjoy at this fountain, the speed of service which economizes your time without loss of eating enjoyment."

This *sells* the *place* as a good spot for good food when you are in a hurry.

> "Through coils of shimmering stainless steel, we provide sparkling carbonated drinks for your zestful pleasure."

A powerful suggestion of refreshing drinks, served in a pleasant atmosphere of perfect cleanliness.

> "Chocolate Ice Cream Soda—Smooth, luscious Chocolate Syrup, blended with zestful carbonated water and plenty of our fine Ice Cream."

Attention pointedly directed to the care with which quality ingredients are made into a delightful refreshment for you.

> "Hot Fudge Pecan Sundae—Vanilla Ice Cream covered generously with Thick, Creamy Hot Fudge. Topped with Crunchy New Crop Texas Pecans, and freshly Whipped Cream".

Words paint a picture of irresistible goodness. Your mouth waters and you can't wait to start on one of those sundaes.

2. Menu Suggestions

Use descriptive words in menu making. They don't need to be new.

"Tender milk fed" sells lots of chicken. "Juicy" is still the best word picture for steaks—fruit pies—ripe peaches.

"Crisp golden brown" gives the finest urge for fried chicken.

"Crunchy" adds nuts to a host of sundaes and "smooth, creamy" makes Ice Cream melt in your mouth! They're "shootin' words" when it comes to getting across your idea in an eye-flash.

3. Word-of-Mouth

This is the field where suggestive selling really comes into its own—so far as actually judging results are concerned.

Elmer Wheeler's "Tested Selling Sentences" are perhaps the perfection in today's clerk-to-customer product selling. Actual results are amazing—increasing definite item sales spectacularly—when consistently used.

This consistent use, means that every sales person uses the *same phrase*, which highlights some characteristic of the product—a point many times not immediately evident to the customer, but one which *definitely contributes* to its use or enjoyment by the purchaser.

This is largely a matter of rehearsal. The production of a play is preceded by many hours of rehearsal. Then comes the opening night. Actors are letter perfect and if the play has quality in its plot and lines, the actors sell it to the audience, so that a long run follows, with profit to author, producer, and cast.

Your daily service at the fountain, restaurant, tearoom, Ice Cream department, is the play by which your personnel sells your food and service to the public.

They, the sales force, waitresses, dispensers, must be rehearsed in the part, if they are going to put on a good performance.

When the specials for the day are sampled by the sales force of the restaurant, tearoom, or Ice Cream department, there's a lot more "selling" in the "telling" message they give customers. They're "sold" themselves.

One restaurant operator of whom we read recently, carries this idea still farther. His waitresses and dispensers taste the day's specials and learn his phrases for suggesting them to customers. But, he doesn't stop there! Once a week each member of the staff is a guest for the evening meal, with the girl or boyfriend, as the case may be. They are served just as any other customer, with any meal which takes their fancy. They report the next day as to their service, food, etc.

Does this pay? This employer thinks so. The waitress or dispenser, as a customer, see things from an entirely different angle and woe betide the waitress who waits on this visitor and slips in any detail, of service or suggestion! It is noticed in a flash and it keeps each on her toes to rate high when hers is the table chosen by the "guest waitress".

Many suggestions for changes which improve service and customer reaction, come from the "seeing employee". Under such a set up as the one we have just mentioned, everyone is encouraged to see—and tell. This constant "check up", keeping the "play" punchy, sells it to long-run, repeat customer clientele.

Your signs send a message to entering store customers. Menus carry appetite-tempting suggestion for special items. Trained personnel "closes the deal" for the special you are offering. With all three angles planned for and functioning, you can really sell—*Suggesting!*

SELLING — with words

MAKE YOUR WORDS LIVE!

Words, plus merchandise, are what combine to make sales. One without the other is useless. People seldom buy merely from walking through aisles filled with merchandise. They need *YOU* there to talk to them—to heighten that visual impression by words—words which really sell.

Watch your words; get fresh ones, brilliant ones; words interesting enough to match the goods you sell!

Don't say "NICE"—say:

Excellent
High quality
Very fine
Spic and span
Desirable
Worth while

Don't say "GOOD"—say:

Practical
Sensible
Serviceable
Satisfactory
Reputable
Useful

Don't say "CHEAP"—say:

Popularly priced
Moderate in price
Excellent value
Inexpensive
A real bargain
Costs less than most
Reasonable
Economical
Low priced

Don't say "What's yours?"—say:

"Here is our list of new specials."

Don't say "Anything more?"—say:

"Try our special Ice Cream dessert of the day!"

Don't say "In other words,"—say:

"For example,"
"For instance,"
"This illustrates my point."

Don't say "Want Ice Cream on your pie?"—say:

"Vanilla or Chocolate Ice Cream on your pie?"

Don't say "That all?"—say:

"You'd 'n-joy one of our sundaes for dessert!"

And Watch Your Grammar

DON'T SAY:	SAY:
"It *don't* keep"	"It *doesn't* keep"
"This here Ice Cream"	"This Ice Cream"
"This is the *best* (of any two)"	"This is the *better*"
"That there brand"	"That brand"
"Between you and *I*"	"Between you and *me*"
"Don't have no more"	"Haven't any"
"We've *got* a fine special"	"We *have* a fine special"
"Ain't my order done"	"Is my order ready?"
"I *seen* it"	"I *saw* it"
"He's went"	"He has gone"

Suggested Signs

It's Time to Relax and Refresh
at our
"Fountain of Youth"

★

Beat the Heat
with a
"Sun Chaser Soda"

★

Cool Off
With a Mint Freeze

★

Our Sundaes Make Every Day—
A Sunday
Try One Now!

★

Stop—YOU'LL Go For
One of Our
Big Banana Splits

★

To Kick That Extra Goal
Try Our Ice Cream Bowl

★

Ten Pennies or a Shiny Dime
Will Buy
A Hot Fudge Sundae—Any Time!

★

An Old Fashioned Favorite
For Young Moderns
Vanilla Ice Cream Soda

★

Lazy Day? Pep Up
with a
Fresh Lime Freeze

Dinner Without Ice Cream
Is Just Another Meal
Take Home a Quart Tonight

★

Our Ice Cream Sodas
Are Soda-Licious
Try One!

★

Come Visit Our Fountain
Where Old Man Winter
Spends the Summer

★

Tasty
Tempting
Tantalizers—
At our Fountain

★

Let Our Delicious Ice Cream
Help Rid You of Shopping Fatigue
And Refresh You
For the Rest of Your Trip

★

It's Always a Party—
When Ice Cream is Served

★

A Clever Hostess,
Her Friends Assert—
She Always Has Ice Cream
For Dessert

Have You Had Your Vitamins Today?
Ice Cream Is Generous That Way!

★

There's a wealth of health
In every plate of Ice Cream!

★

To Win the Dear Gal's Favor—
Buy Her an Ice Cream Soda
of Peppermint Flavor!

★

STOP!—When You Need Refreshments
LOOK!—For the Ice Cream Department
LISTEN! — Everyone's asking for Ice Cream Sodas!

★

You Won't Go Wrong
If You Play This Hunch—
Have an Ice Cream Sundae
With Your Lunch!

★

Ice Cream the Food for Young and Old,
It's Good in Hot Drinks—Good in Cold.
It Builds You Up and Makes You Strong,
Eat ICE CREAM—You Can't go Wrong!

ATTRA

MEN

"Men spend twice as much at the soda fountain as women and children combined. In fact, their purchases amount to from 2/3 to 3/4 of Ice Cream and Ice Cream products sold at the soda fountain."

Even in the busy industrial areas, men can be attracted to the Ice Cream department. Ice Cream is a body-building, energy-giving food, and it's fun to eat! When merchandising is for men, men are for Ice Cream.

The Ice Cream milk drink and the sundae are men's most popular choices —up to 89% of milk drink sales are to men, and up to 69% sundae sales are to men.

What a chance for the wide-awake merchandiser at the soda fountain or Ice Cream department.

Ice Cream milk drinks and sundaes are two real profit makers (up to 14.1% *net* on every sundae—milk drinks 7.3% of the entire net fountain profit!)

Ice Cream milk drinks sell consistently high winter and summer, with less than 1% variation between the seasons. The range of sales to men is higher than for any other Ice Cream product.

Point your merchandising to this already active market. This means all the way—window—store—Ice Cream department—formulas—service.

Plan a window to stop the men—sports, news shorts, action. These themes bring Mr. Man out of the sidewalk traffic through the store door. Tie the window flash into a "come in" invitation with Ice Cream milk drink or sundae displays and signs in "man talk" such as,

Chocolate Cinnamon Milk Shake
With Ice Cream Aplenty
For Active Men!

Every fellow figures, down inside, that active means him! And he's going to prove it does, by letting the other guys see him buy "active men" food.

Or

Nutmeg Malted Milk—
Especially for Men

and watch the women go for it too!

Here's another—

For Health's Sake
Drink
A Milk Shake

Be sure to promote flavors men like—chocolate, root beer, orange milk shakes —or malted milk without flavor.

Feature sundaes with not too much topping—not too many frills—in favorite flavors — chocolate, butterscotch, nuts, or fudge, etc. Keep 'em simple, nourishing, satisfying. Here's a sundae "right off the griddle" for the men:

Smoker's Special Sundae—Serve a chocolate sundae in a new glass ash tray (used only for this purpose) and give a new individually-wrapped ash tray of the same design with each sundae purchased.

Then give service. Quick, accurate, dependable. That's a big part of "come again" merchandising for men.

Attract men to your Ice Cream department, and you will be tapping the "heavy buyers" market. Men like Ice Cream—why shouldn't they like it at *your* Ice Cream department. Here's your chance!

C T I N G
CHILDREN

Your future market! Today's tots are tomorrow's homemakers, wage earners, the basis of the buying market in just a few short years!

When they are "grown-up", will they be coming to your Ice Cream department? Yes, and to your drug and cosmetic counters, the bakery and fruit departments of your grocery stores, the sections of your department stores? They will, if you have made friends, as well as customers, of them today! If you have given courtesy, consideration, a little extra attention, when you have taken their little sums for the Ice Cream they buy so eagerly. Yes, they'll come back as customers, not only for Ice Cream, but for the other things you sell!

Little folks like attention—sure, so do we all! Give it to them. They may have only small sums now, but if you get them in the habit of buying Ice Cream with their "fun money", they'll come back when they have more.

A little extra attention to the children! Make their service of Ice Cream an "event". It *is* an "event" in their little lives—play it up—make it a banquet for them. Serve a doily, a glass of water, a napkin, the silver set up, just as you do for grown-ups. It's a party! And after all, aren't *we* just "kiddies grown up?" They'll remember it long after you have forgotten.

Don't forget—right now, for every child there's a "grown-up" at home! What a chance to build into that market, through the child, the dearest possession of those parents.

One thriving restaurant organization in a mid-western city has special menus for children. Beautiful—illustrated in colors by a famous child's artist! Do the kiddies love it? And when the family talks about eating out, who decides where to go? Yes, the children. That merchandising idea—the appeal to the child and the attention he gets, at the restaurant, has brought in thousands of dollars of adult as well as children's business. You can use the same merchandising to reach the grown-up, if you create preference for your store, your Ice Cream department, in the child customer.

Even if the little fellow doesn't want to buy—just is thirsty and wants a glass of water—give it to him, not with a "don't bother me" attitude, but with courtesy. He'll come back for Ice Cream the next time he has a nickel, or a dime "in his jeans."

One of the great slogans of business is "Make it *easy* to buy". Children like Ice Cream. It's fun to eat. Encourage them to come in to you for theirs. Make it easy for them to enjoy Ice Cream in *your* store.

Ice Cream is *good*—good for them, a body-building, energy-giving food. Just right for growing active youngsters. They're learning health facts at school. Ice Cream promotes health, and besides it's *fun* to eat!

Cultivate that kiddies' market!

TURNOVER in the Merchandising Picture

Investment* times *Turnover*=*Sales

Sales* minus *commodity cost*=*Gross Profit

Gross Profit* minus *operating expenses*=*Net Profit

This is the story in business accounting—three simple arithmetical equations. The key word in this whole picture is "turnover"—for without it, investment cannot be translated into sales, which by steps two and three, lead us to net profit—the aim of all business and essential for successful continuance.

Stock on dealers' shelves—and which stays there—isn't the way to solve the equation. Items that move, bring sales, with their opportunity for realization on investment, to ultimate recovery of that investment, plus a profit for its use.

The Soda Fountain Scores

In the retail store picture, the soda fountain scores a "bull's eye" in rate of turnover. According to statistics, average turnover in soda fountains of retail drug stores is 27.1 times yearly—with the store turnover, as a whole, 3.4 times. Doesn't this open up a path for the smart Ice Cream merchandiser?

At the same time, the soda fountain accounts for net return of 30% in the drug store, although it is responsible for only 25% of sales, so that the volume of sales have definite meaning in the profit picture.

This means further, that amount of investment is appreciably smaller per dollar of sales, since with rapid turnover, the original dollar of inventory is returned again and again, to the investing agent.

The rate of turnover of Ice Cream is one of the most rapid of any soda fountain item, up to 100 times annually, in some instances.

In other words, the per cent of gross profit per year on this original investment is the result of multiplying the average per cent of gross profit per sale by the yearly turnover.

Comparing a 3.4 turnover for the whole store with 27.1 times for the fountain and up to 100 times for the Ice Cream, gives a fair comparison of the value of the fountain and Ice Cream in making profits for the store.

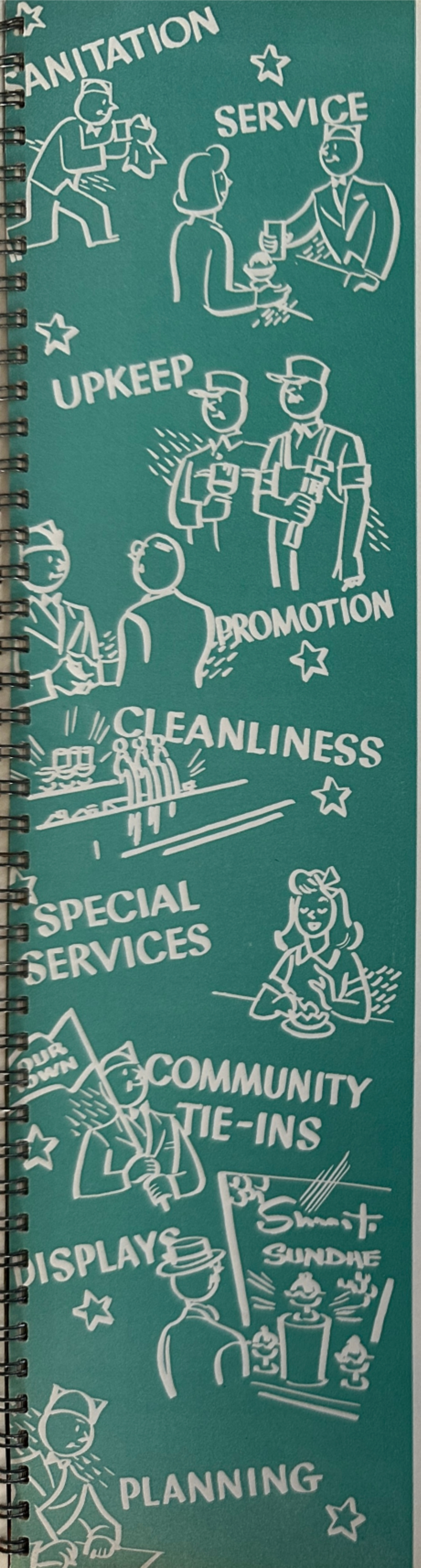
Still another argument in favor of Ice Cream and fountain sales and profits is the fact that they are the easiest to increase. This is evidenced by the fact that whereas the average fountain turns over 27.1 times, many chains and aggressive independents turn their fountains over 48 to 50 times a year.

The possibility of increased Ice Cream turnover and profits is probably greater than any department in the store. Convinced of the profit per sale, the value of merchandising so fast moving an item, is quickly apparent.

There is good gross in Ice Cream, if handled properly. Correct dipping, accurate cost knowledge and the maintenance of uniform dispensing procedures, are all parts of this business of selling Ice Cream over the retail counter.

With its consistently high turnover, attention to actual Ice Cream handling repays the retail store most adequately. Active stock keeps the bread and butter in the pantry and merchandise that "sells" rather than that which is "carried" determines success.

Spend time merchandising fast moving profit items!



MERCHANDISING

"The Salesman is a gardener, who wants to reap what he sows. But he must, like the gardener, work the ground, analyze the soil, fertilize it, plant the seed, keep the weeds out, and be right there when the harvest is ripe."

—J. George Frederick in "Business Bourse"

Merchandising makes the difference in the yield of the salesman's crop!

The Ice Cream Merchandiser is lucky. His ground, public preference, is fertile, predisposed to produce a good crop, because so many people like Ice Cream.

Fortunate too, is the Ice Cream merchandiser in the excellence of "seed material" he can sow. Ice Cream, a sanitarily-made safe food product, is nutritionally valuable. Body-building, energy-producing, vitamin-rich — "germination possibilities" of such seeds are high!

Even good ground and good seed need, as Mr. Frederick says, care and nurture, and a chance to come to harvest. This is the province of merchandising.

Merchandising includes presentation of a quality product at point of sale in a manner to create increased customer preference for and purchase of a product.

Included in the Ice Cream merchandising plan must be:

Ice Cream, the fine food.

Good equipment to preserve it at the peak of perfection.

Cleanliness in handling and serving.

Correct dishes to present it to full advantage.

Service which combines speed, correctness, neatness, and courtesy.

—All these lead to the Harvest of increased sales, possible through wise "tilling of the soil" of consumer preference.

None of these phases can be overlooked if merchandising effort is going to produce the kind of sales crop you hope for.

Ice Cream—a Healthful Nutritious Food

In a nutrition-conscious world, food that builds, provides energy, has a preferential rating. Ice Cream is more than this—for it is food people like, have fun eating. That's a powerful merchandising angle to remember.

But Ice Cream can only reach the consumer at its best, if the equipment in which it is stored and that which is used to make it up into service portions, maintain texture and appearance. Poorly regulated cabinets, dull dippers, dirty carbonator, and other improperly regulated details can cast a blight on that good crop of potential sales, as the borer ruins the farmer's corn.

Clean—airy—attractive surroundings are as necessary to stimulating food sales as sun and air to the garden. Part of every Ice Cream merchandising plan must be the insistence on absolute cleanliness in every detail of handling and serving. "Shining cleanliness" and "spic and span" surroundings are powerful merchandising phrases. See to it that you can use them in the Ice Cream department which you supervise.

Just as a picture shows off best in a suitable frame, so too does Ice Cream present its maximum eye-appeal in dishes designed for particular services. Clothes may not "make the man", but they help a lot in "selling" him to others. Distinctive dishes make Ice Cream services into mouth watering displays. They add the "oomph" which is merchandising.

The final step in merchandising is correct, speedy, accurate service of the order—as the customer wants it. Service is the most powerful force in stimulating "return business". Build Service as a vital part of your merchandising plan.

The Harvest is the measure of the gardener's success.

Your harvest of increased sales will reward you in proportion to the power of a well designed and consistently applied plan of merchandising Ice Cream every day in the year!

MERCHANDISING SUGGESTIONS FOR *January*

Feature:

STRAWBERRY - PINEAPPLE SUNDAE

Other sundaes: Hot peanut malted fudge.

Ice Cream Soda: Feature chocolate Two Tone Ice Cream soda.

Milk Drinks: Good to feature, Frosted Scotch Milk Shake.

Colors: Blue, silver white for New Year's; warm colors inside to draw customers in from the cold outdoors.

Emblems: Old Father Time, and babies for New Year's, with candles, stars, etc. For sports, tie in skates, basket balls, hockey sticks, etc.

★ ★ ★

"OF THINGS TO COME—"

PEANUT WEEK, usually last week in month, sponsored by the National Peanut Council, Atlanta, Ga. Fine opportunity to promote sundaes with peanut toppings and get display material help without cost. Write direct for information. Feature the "Peanut Vendor" or "Jumbo Peanut" sundaes.

PRESIDENT'S BIRTHDAY BALL . . . Jan. 30th . . . a big social day in practically every community. Get busy now for party orders.

Feature the "White House" Sundae.

This is hockey and basketball time. Lots of people out at night. Your store can catch some of this business if you plan on it, and tie in with the events in your community. Use "After Theatre Snacks" to draw home-going crowds to *your* store.

Take a Merchandising Inventory!

Points which the retail store owner might well check are these:

1. Have you established the GOOD WILL, respect, and confidence of your customers?

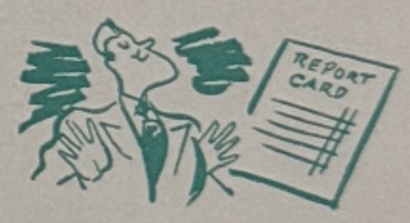
2. Have you created an air of FRIENDLINESS in your store?

3. Have you gained the LOYALTY of your employees and created the desire to constantly do a better, more profitable job?

4. Have you kept your store CLEAN, inviting, and attractive? Is it a pleasant place to work in —shop in—eat in?

5. Have you realized that those who work for you contribute more to your success than the building you're in and the merchandise you sell?

How do YOU Rate?



How good are you? That's a question you can ask your employees and let them decide for themselves.

Here's the way stores rate the requisites for good salesmanship:

Approach	10%
Getting Attention	10%
Arousing Interest	10%
Creating Desire	20%
Inducing Decision	10%
Suggestive Selling	10%
Your Appearance	10%
Prompt Service	10%
Compliance with Store's Policy	10%
Are YOU	100%

"Good sodas or good sundaes, served with a generous dash of PERSONALITY, mean satisfied customers"

MERCHANDISING SUGGESTIONS FOR *February*

Feature:
CHERRY TREE BANANA SPLIT

Sundaes to feature: Cherry Whip Sundae, Strawberry Hawaiian Sweetheart.

Ice Cream Soda-of-the-Month: Cherry Walnut Ice Cream Soda—made with crushed cherries or with cherry syrup.

Service is a *Must!*

Sales are lost when customers find lack of service, indifferent sales personnel. How does your store rate in this important part of your business?

Service pays. The evolution of "filling stations" of a few years ago into today's "service stations" isn't an accident. It's *capitalizing* on *Service* and sells millions of gallons of gasoline to "Rolling" America. Service must pay? It DOES pay . . . and if you didn't give a *hundred per cent with every cent*, you're doing business the hard way.

"Room" Service

The customer appreciates plenty of "elbow room". Do not clutter up the top service slab of your fountain with too much merchandise or too many cases, displays, containers, etc. In many instances the counter slab is so crowded that little room is left for the proper service of the customer.

Be sure to leave ample space so your fountain patrons may eat and enjoy their food in comfort. This space is a valuable revenue-producer. Use it to your profit.

Colors: Red, White, and Blue; Red and White (for Valentine's Day).

Emblems: Shields, Flags, Hatchets, Cherries, Cupid's Hearts, Arrows.

"OF THINGS TO COME—"
And Things to Do

FEB. 14, VALENTINE'S DAY—Here's the opportunity to feature a "Sweetheart" Sundae. The main decorative theme is the clever use of hearts, to garnish a well made Strawberry Hawaiian Sundae. To tie-up your window or back-bar with this Sundae, get a few dozen valentines and build a sweetheart window as the base display for several artificial sundaes!

FEB. 22, WASHINGTON'S BIRTHDAY—Tie-up and arrange a holiday promotion. Cherry Milk Shake, Cherry Walnut Ice Cream Soda, Cherry Whip Sundae. The cherries are one of the February suggestions for decoration, and may be used to good advantage in background displays featuring these specials. (And climax National Cherry Week most appropriately.) Other February possibilities for merchandising tie-up:

FEB. 12—LINCOLN'S BIRTHDAY
NATIONAL CHERRY WEEK (usually in Feb.)
MARDI GRAS FESTIVITIES (in Louisiana and other Southern states).

Defrost Your Windows!

Backgrounds are an important aid in all window displays to keep the attention of the window shopper on the merchandise.

But backgrounds which close the window completely, also prevent serious window frosting or steaming in the winter time. These are usually built with about one-third of the background of glass so as to admit light into the store. If window frosting is a serious problem, call in your carpenter or display man and see how quickly and inexpensively you can avoid it.

"Counter Attack"!

Be alert and stand ready immediately to greet every customer with a smile and a glass of water. However, don't hand him a menu and then ask him what he wants. Nothing is more irritating to a customer than to receive a menu and a "What will you have?" at the same time.

"Indifference is one ingredient, which is never a part of any good formula"

MERCHANDISING SUGGESTIONS FOR *March*

Feature:
BANANA CHOCOLATE NUT SUNDAE

Other Sundaes: Mallow Almond.

Ice Cream Soda-of-the-Month: Creme de menthe.

Milk Drink-of-the-Month: Pat's Frappé a "milky way" frappé.

Colors: Spring greens, daffodil and butter yellow, strawberry pink—All are good food colors—combined, they send a message of spring—Accent pink and pale green with light blue, for a beautiful spring effect.

Emblems: Shamrocks, paddy pipes, harps, Irish hats, Spring flowers.

A "HOT TIP"

You'd be surprised how many persons prefer Ice Cream to whipped cream in their hot chocolate. Why not offer them their choice, or use Ice Cream always?

It Pays To Smile!

When a customer enters the store he will receive a favorable impression from the quickness with which you approach him and from the attitude you assume.

PENNIES MEAN PROFITS!

Careful dipping of ice cream . . . accurate amounts of syrups . . . carefulness in handling glassware . . . all add up to greater profits. Impress fountain employees with the importance of "penny economy" in fountain operation. If you want to impress them with the fact that pennies "add up" . . . recall to them that the people in this country spend over ONE MILLION DOLLARS in pennies a *day* for their daily newspapers!

"OF THINGS TO COME—"

And Things to Do

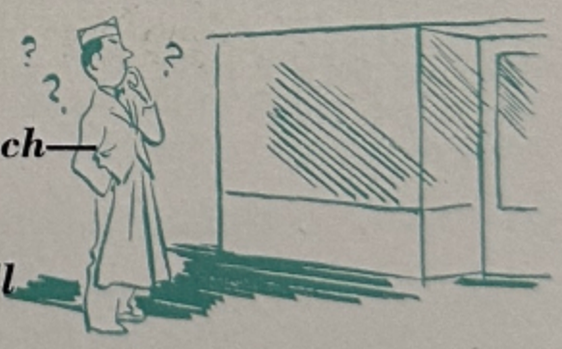
MAR. 17, ST. PATRICK'S DAY—Green colors, of course, and a host of merchandising ideas with pistachio Ice Cream, Lime Sherbet, Creme de Menthe Syrup, etc. Have your soda clerks or cashier hand each patron a green clover decoration to wear with your compliments. These may be purchased at an inexpensive price from stationery, variety, or department stores.

MAR. 21, SPRING BEGINS!—And time for new Ice Cream promotions—"Houseclean" the Ice Cream Department—Put up some new spring-like decorations—Begin featuring some fruit items in Ice Cream specials.

Time to get that carbonator in good working order!

BASEBALL TRAINING CAMPS IN FULL SWING!—Big league's "shop talk" fills sports columns. There's a merchandising angle here that you can use. "The Sporting Goods Dealer," St. Louis, Mo., will supply you with information and material for tie-up with Baseball Week this month.

Not How Much—
But
How Well



Designing window displays and signs that *sell* is not so much a matter of money as ingenuity. For instance, an elaborate streamer announcing "20c apple pie a la mode for 15c" won't sell half so many customers as a sign reading: "Apple pie with a big scoop of Ice Cream on top for 15c."

Take a look at your signs and windows right now. Are they convincing? Do they create a desire to buy? Are they *merchandising* signs, or just signs? Strive to put some SELL in your displays—all the time.

Keep your sales talk on the "bright" side of your customer

MERCHANDISING SUGGESTIONS FOR *April*

Feature:
DOUBLE NUT SUNDAE
Made with Nutted Ice Cream

Other Sundaes: Strawbana, Banana Newport

Ice Cream Soda: Pineapple Blossom

Good to feature: Fresh Strawberry milk shake.

Colors: Purple and white are Easter colors—Use purple in windows as background for fruit displays—Easter flowers are white, lavender, yellow, pink—All good colors for decoration.

Emblems: Easter flowers, Easter Bunny, Chicks, eggs, hats.

★ ★ ★

HANDLE WITH CARE

Alert retailers appreciate the importance of the child shopper. Here are some suggestions to pass on to employees:

Wait on children in their turn.

Give them exactly what they ask for—do not substitute.

Make exchanges cheerfully.

Be extra careful to see they get the correct change.

Write details of transaction on bag—amount of money presented, amount of sale, amount of change—and wrap the change in paper.

Give the youngsters cookies or candy to make them enjoy coming back, not just tomorrow or next week—but for years to come.

"OF THINGS TO COME—"

And Things to Do

APR. 1, APRIL FOOL'S DAY—Feature an inexpensive Budget Sundae, with sign: "YOU'RE WRONG—IT'S RIGHT. No April Fool—the price is only 00c."

ARMY DAY—In the early part of the month—chance for a patriotic window and back-bar Special American Sundae—Vanilla Ice Cream with red cherries, marshmallow and blueberries. It's beautiful—delicious—popular—profitable.

APR. 14, PAN AMERICAN DAY—"Good Neighbor" promotion—Coffee Specials—Coffee Ice Cream Soda—Coffee Nut Sundae—Coffee Milk Shake—

Feature a "Good-Will Sundae" or "Good Neighbor Special." Public library will lend you photos or books showing illustrations of South American scenes for display use.

GOOD FRIDAY-EASTER (usually in April)—If a restaurant can add a cherry on top of half a grapefruit and sell more grapefruit, why not dress up one of your old "standbys" as a special "EASTER SUNDAE" and enjoy the extra sales?

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It's the Style!

Emily Post says that Ice Cream is *the* formal dessert for all occasions; and, the family says Ice Cream is *the dessert* any time!

Here's a tie-up: "Banquet or picnic—Ice Cream is just right!" And, Ice Cream is the food leader in the Easter Parade!

Knowledge Takes The Drudgery Out of Work

MERCHANDISING SUGGESTIONS FOR *May*

Feature:
FROSTED STRAWBERRY SUNDAE

Other Sundaes: Marshmallow (for Mother's Day).

Chocolate with tiny flag decoration for Memorial Day.

Ice Cream Soda: Maypole.

Special: Raspberry Revel Banana Split, made with Raspberry Revel Ice Cream.

Merchandising memo: Take orders for Mother's Day Ice Cream Cakes or fancy molds. (Be sure to find out time to be served so that the Ice Cream Plant can pack correctly.)

Colors: Pink, yellow, light blue, pale green—for spring. Red, white, and blue for Memorial Day.

Emblems: Maypole, Mother's Day Carnations, Flags, Wreaths for Memorial Day.

"OF THINGS TO COME—"
And Things to Do

MAY 1, MAY DAY—Feature a special Parfait as a "Maypole." For a cute display idea, fix up a dummy Parfait and surround with miniature children's figures holding ribbons in typical Maypole Dance setting. A display of Little Girl Sundae lends itself well to this promotion.

MOTHER'S DAY (second Sunday)—Promote the Marshmallow Sundae as a Mother's Day Special, or select one of your staple sundaes, which is a favorite with your women customers, and build it up as a Mother's Day item. Use signs and decorations appropriate for the day.

Don't forget to emphasize take-home Ice Cream—"Mother's Day's a celebration. Give Mother a treat with an Ice Cream dessert—all ready to use" etc.

MAY 30, MEMORIAL DAY—This holiday falls on the first long week-end of the summer. Get ready for a pick-up in Ice Cream business. Use red, white, and blue decorations. Feature "Holiday Sundae". Use flags and shields for decoration.

SET THE DIAL!

"Ice Cream Days are here." Let's set the dial on the Ice Cream Specials to tune in on all the wave lengths of customers attraction. Use the words they'll all hear!

Do They Hear You?

We talk a lot about the words we use to sell our products. They're valuable—necessary—and a big improvement on "sign language." But, sometimes we forget that not all people hear the same words.

Let the average family hear the typical radio commercial for "Whosis" Cold Cream. Mother hears—"smooths out tired lines"—but debutante daughter is away off somewhere until contact is made with "gives you glamorous skin." Dad thinks the whole thing "balony" until he hears "more for your money"—then he hopes the women will buy it and cut down expenses. And, 13-year-old Janie is busy on homework until she hears "send for a free sample" and she's all agog—for she's collecting samples! It took a lot of different words to get the whole family "Whosis" Cream conscious.

And Your Customers

It's the same thing in merchandising Ice Cream. If your customers are thirsty, they won't hear any Ice Cream words so good as "Our tangy, Ice Cream Sodas are refreshing, thirst quenching."

A big build up for a banana split or a hot fudge sundae will just leave 'em cold—they won't hear it—won't see your signs, because their minds are on a cooling, zestful drink.

Hot fudge seekers aren't interested in Lemonade! They want to hear the tune that sings "the best Hot Fudge Sundae in town."

FLASH THE MESSAGE!

It's smart merchandising for the store operator to have the messages flash to all the different food appetites that people bring with them into your store.

The Ice Cream Business Never Gets So Good That We No Longer Have To Do Something To Make It Good

MERCHANDISING SUGGESTIONS FOR *June*

Feature:
GOLDEN GLOW SODA

Sundaes to special: Fresh Fruit Pineapple.

Milk Drink-of-the-month: Iced Mocha, a new chocolate coffee combination.

Special: Strawberry Parfait (for the June bride).

Colors: White, pale pinks, blues, greens, lavender, yellow, for the June bride motif. School colors for graduation. Flag colors for flag day.

Emblems: Flags, cap and gown, diplomas, wedding bells, miniature bride and groom.

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"OF THINGS TO COME—"

JUNE—DAIRY MONTH . . .

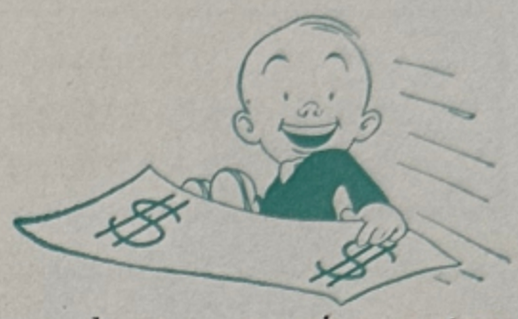
plenty of opportunity here for tie-ups, especially

with milk drinks. Feature *Ice Cream* aplenty in your profit-making "malteds". Promote cheese sandwich with Ice Cream sodas, special pie a la Ice Cream, etc.

FATHER'S DAY (SECOND SUNDAY) . . . Ice Cream for Sunday dinner! Back-bar signs, menu clip-ons should all promote bulk or package Ice Cream specials for Father's Day dinners. Feature the "Dadsdae Sundae" at your fountain.

JUNE 3—MEMORIAL DAY . . . or Jefferson Davis' birthday. Celebrated in several southern states.

Plan For Profits



There's a difference between running a store and running a profitable business. The difference is *aggressive merchandising!* Sell an extra item to every customer who comes into your store. Timely displays and signs, backed by personal suggestions, will create new profits from every customer.

No—you're not too small or too big . . . use the suggestions offered which are applicable to your business. Adapt the ideas we offer to your own particular case and notice how they pay their way.

A "Business Burbank"

To do your job better is to like your work better. There can be as great a thrill in selling Ice Cream as in cultivating a garden. You can be as proud of creating a satisfied customer as in raising a perfect flower. And when you approach your work in this spirit you will find fun and satisfaction in your job.

The EYES Have It!

It has been claimed that our eyes receive 87% of all impressions. Through the ears 7%; through smell 3.5%; through touch 1.5%; through taste 1%. If these figures are correct—then it should not be difficult for you to realize the importance of attractive displays in your windows, interior, back-bar, etc.

The average person is seated at your fountain or table for at least five minutes. If you are not taking advantage of this opportunity to do a selling job on him through signs and displays with eye appeal, you are missing important profits!

Thought for the Day

Do you use sales checks, cash register receipts, etc.? Are you utilizing them to good advantage by imprinting pertinent sales messages? These can be changed from time to time to tie in with your merchandising. Give it a thought—it costs so little to add new sales this way.

Give Your Store The "Smiling Face And Pleasing Personality That Bring In Customers"

MERCHANDISING SUGGESTIONS FOR *July*

Features:
ALL AMERICAN
BANANA SPLIT

MINTED LIME FREEZE
a sherbet combination with
fresh fruit juice

Sundaes to special: Blueberry "Blue Boy," Double Raspberry.

Colors: Red, white, and blue for the holidays —then icy white, cool blue, lime green, fruity reds and pinks, "frosty effects"—simple decorations to create feeling of space—space suggests coolness.

Emblems: Flags, flowers, fruits.

"OF THINGS TO COME—"

JULY 1—DOMINION DAY—Canada.
JULY 4—INDEPENDENCE DAY

Two great holidays for North America. Both are keyed to Freedom. Celebrate with red, white, and blue dominating the color scheme. Feature the All-American Banana Split.

Summer menus, decorations, Ice Cream specials—all should be based on hot summer days' appeal. Splendid time to use sherbet items. Fresh fruit, of course. The Minted Lime Freeze will bring business your way. For the whole family, this is a good summer angle to play up. Ice Cream good—and good for the whole family. Get the neighborhood Ice-Cream-conscious with dodgers, news ads, etc. Stress your delivery service.

Capitalize on Sanitation

Keep fountain and cabinet clean and inviting. Especially important in hot sticky summer weather. A cool, *clean* shining Ice Cream department *invites* and *beckons* hot thirsty people.

Have You An "Unbroken" Record?

There are two kinds of fountain clerks — Reckless and Wreckless!

Everyone knows the first type. He's flip and more interested in twirling a glass or sliding a plate than he is in preparing an appetizing order and serving it neatly.

Remember, the more profits for the store—the better opportunity to get more money for yourself. You can do your bit by being "wreckless." Take care in handling dishes and glasses. A chipped plate or glass is as bad as a broken one. "Thanks for thinking first".

Good Neighbor Policy

New business comes to the alert storekeeper who goes after it. An important new source of business is created for you whenever a new community or subdivision is developed in the vicinity of your store.

Have you been doing anything about getting acquainted with such new neighbors?

By a prompt and proper approach you should be able to make customers out of the majority of these new neighbors. In their new strange surroundings they welcome an invitation to use your services.

Usually the builder of such home developments will supply you with the names and addresses of the new home owners the day they move into their homes. Write them a personal letter, first class postage, and with no return address on the envelope. In the letter, welcome your new neighbor, and extend a hand of friendship with an invitation to do business with you and to utilize your phone delivery service.

You'll find that a "good neighbor policy" pays dividends.

Your Competitors Buy Their Wives Fur Coats Out of Business You Overlook

Don't ever relax in the important and unending job of creating new business. On these pages and in the monthly issues of Ice Cream Currents we endeavor to supply you with new business "tips"—any of which, if applied, should mean extra business for you.

You are selling a product that people enjoy. Nearly everyone likes Ice Cream. That means that everyone is a potential customer for you . . . don't overlook them or they may overlook you.

Put Welcome In The Hearts Of Employees Rather Than On The Doormat

MERCHANDISING SUGGESTIONS FOR *August*

Feature:
PEACH BLOSSOM
ICE CREAM SODA

Sundaes to feature: Two Tone Pineapple, Georgia Peach Twin.

Milk shake to feature: Orange Pineapple.

Colors: Pastel shades, blue and white effects, peach pinks and yellows, cool greens.

Emblems: This is vacation month, golf clubs, tennis rackets, camping equipment — fruits — flowers.

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"OF THINGS TO COME—"

SATURDAYS THIS VACATION MONTH mean an extra lift to sales. Take advantage of these busy week-ends.

AUGUST IS VACATION MONTH . . . seashore, mountains, summer camps . . . all call America . . . the last full month of Summer. Make the most of it with cool looking displays and specials. Remember that *your* section is *vacationland* to other people. Keep your windows bright, attractive and inviting. Get your share of this vacation business.

IDEA!!

A tea wagon, laden with glasses of ice water to wheel around the store for the refreshment of customers, would get a big hand . . . especially in August!

A Production Problem That Affects YOU!

Stores have a production problem, too. It's that of *manufacturing customers.*

Unlike big industry, however, you are not faced with "material" shortages. Just keep your eyes open and your mouth smiling and you won't experience any customer "bottleneck".

CUSTOMER TRAFFIC HABITS

"Better Retailing" analyzes customer traffic as follows:

"In general, retail customers have four traffic habits. First, the 'In and Out' customer, who always knows what she wants, enters the store, buys the item and immediately walks out. She seldom sees any other item, other than the one she buys.

"Second, the 'Want Shopper' who knows what she wants; compares brands and prices; and rarely sees items not on her wanted list.

"Third, the 'Service Counter Shopper.' This type knows what she wants and she is usually a regular customer. Her habit is to shop only within the radius of a few feet of the service counter.

"Fourth, the 'Store Shopper.' This type usually has the habit of shopping the entire store or large sections of it.

"These four types of customer habits are found daily in all stores. The first three have bad habits, but they are habits which can be changed when the retailer stops believing that nothing can be done about it. Actually, they are bad customer habits only when the customer is in a poorly arranged store."

How does *your* store rate?

Magnetic power of the various departments of the retail store, to a great extent, governs gross volume.

Surveys show that the soda fountain in the retail drug store has a 2 to 1 pull over the tobacco department and leads the prescription department 4 to 1. In fact, the soda fountain draws more people *into* the store than all other departments *combined.* That's a magnet worth money to you!

Business Is Like A Wheel Barrow—It Stands Still Unless Someone Pushes It

MERCHANDISING SUGGESTIONS FOR *September*

Feature:
FROSTED ROOT BEER
MILK SHAKE

Sundaes to special: Coffee Pecan, Dubonnet Nut.

Special: Caramel Scotch Banana Split.

Colors: School colors. Coffee tans and chocolate brown—orange—yellow.

Emblems: School books—blackboards—seasonal fruits—fall flowers.

Check Up On Cleanliness

Have you looked over your Ice Cream department lately? Here are some points to question:

Milk compartment — *clean, free from odor?*
Fountain, drain board and sinks—*clean and shiny?*
Glassware, silver, china — *clean and bright?*
Dipper well water bath—*changed often?*
Back bar equipment, mirrors — *clean, shiny?*
Counter top, wainscot, stools—*clean, free from stickiness?*
Floor underneath fountain—*floor slats or mat clean?*
Garbage receptacles — *emptied often through the day?*
Stock room—*in good condition, orderly?*
Floor—*swept frequently each day?*
Show windows, door glass — *clean and shiny?*

"OF THINGS TO COME—"

FIRST MONDAY—LABOR DAY . . . The final long week-end holiday of the summer season. Three big ice cream days—Saturday, Sunday and Monday. A good item to feature is the Happy Pair Sundae.

SCHOOL OPENING — Back to school means back to the Ice Cream counter for thousands of school children. Look over the BUDGET Sundaes and feature them for the juvenile trade.

READY FOR FALL?—Summer's over; people are back home and the social season is under way. Church, community and home parties all create a demand for Ice Cream. Go after this profitable business now in your neighborhood.

What Do You Say?

Are you a "Sales Killer" or a "Sales Helper," when you greet the customer who comes into the store, ready to buy Ice Cream?

Elmer Wheeler, ace in merchandising approaches, lists "killers" and "helpers" as follows:

Sales Killers:

"Can I help you?"
"Something for you?"
"Are you being waited on?"
"Nothing else?"
"That's all—huh?"

Sales Helpers:

"Here's our list of new specialities."
"This is very popular right now."
"Wouldn't you also like a . . . ?"
"Doesn't this look appetizing?"
"It only takes a minute to fix it up."

Every hour of every working day, you are "killing" or "helping" sales by those first few words you speak to the customer.

Have you ever figured which kind of sales talk *you* give? Just check up on yourself!

Customers pay your wages, in the goods they buy. Help the good work along by "helper" suggestions when you greet the customer.

Good Will Is The Disposition Of The Customer To Return To The Place Where He Has Been Well Treated

MERCHANDISING SUGGESTIONS FOR *October*

Feature:
PINEAPPLE BANANA SUNDAE

Ice Cream Sodas good to feature: Coffee, Chocolate, Pineapple Coconut, Orange-Pineapple.

Specials: Gingerbread a la Hallowe'en, Pound Cake with Ice Cream, Banana Milk Shake, Fruited Rainbow Parfait.

Colors: Warm Autumn Colors—russet brown, orange, red, yellow. Yellow and black for Hallowe'en.

Emblems: Pumpkins, Witches, Goblins, Brooms, Corn.

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"OF THINGS TO COME—"

WORLD SERIES! — Practically an entire week when everyone's interest is centered on baseball. A scoreboard in your window or a radio inside will draw a crowd and provide you with the opportunity to sell some specialties named after the contestants or popular players.

Canadian Thanksgiving Day (by proclamation).

OCTOBER 12—COLUMBUS DAY . . . "Too bad *he didn't* discover the WHITE CAP SUNDAE . . . *You can* today for only 00c!"

NAVY DAY . . . Cut out of LIFE or some other magazines photos of U. S. Navy vessels and mount in window with dummies of the ALL-AMERICAN SUNDAE. Watch the crowds outside—and inside!

OCTOBER 31—HALLOWE'EN . . . You can make this a week promotion depending on when the day falls. Decorate store and windows in orange and black. Feature a double sundae with scoops of chocolate and orange ice, with candy corn sprinkled around base of dish on plate. Gingerbread a la Hallowe'en in your luncheonette or tea room—another happy thought!

FOOTBALL SEASON IN SWING!—Feature special sundaes in colors of your local school. If you're in a college town where students form an important part of your trade, the following "stunt" may prove a crowd-puller. Set a 15c or 20c price on a particular featured sundae and offer to sell it on the evening of the game at 1c discount for each touchdown the home team makes. In other words if your school makes three touchdowns, the price of the sundae is reduced 3c!

College Home-coming days usually occur this month. Fine tie-in for college town Ice Cream retail dealers.

FACE THE FACTS

It's easier to sell those things which people prefer. For instance—65% of all fountain drinks and sundaes sold are made with chocolate—while 51% of all Ice Cream consumed is vanilla. Chocolate sundaes, sodas, and milk drinks made with Vanilla Ice Cream are your most popular sellers. Do you make *yours* so delicious that customers prefer your Ice Cream specialties to any others? By using the best products and serving them in the most appetizing manner you will make more sales the easiest way.

Seeing Is Selling

Eye-appeal is the key to more sales! Consumer sales have been greatly increased by attractively packaged products. In the food field, especially, more and more products are being successfully merchandised through *visibility* in packaging and displaying.

The use of colorful, realistic displays, dummy sundaes, sodas, drinks, etc., cause an immediate, appetizing impact on the customer.

Fountain clerks who prepare orders directly in view of the customers hold the key to more sales. Each order that is carefully and temptingly prepared, and attractively garnished, creates an appetizing desire. On the other hand, clerks who carelessly prepare an order in a slipshod manner are killing sales the quickest way.

Ice Cream sales, more than those of any other product, will respond to eye-appeal. Every Ice Cream Department has the advantage of controlling the eye-attention of its customers. Do not waste this opportunity. Sell more Ice Cream by showmanship and appetite appeal. Try it—seeing is believing!

MAKE ROOM

If you have booths or tables served from the fountain, plan a space to which the waitresses may come for orders. Customers, seated at the counter, do not like the annoyance of having glasses and plates passed over their shoulders. Better sacrifice one seating space at the fountain (for waitresses' service use) than displease and drive away customers.

The dispenser who goes fast enough behind the soda fountain—will go ahead fast enough

MERCHANDISING SUGGESTIONS FOR *November*

Feature:
PEP SUNDAE

Ice Cream Soda: Chocolate Butternut.
Specials: Cranberry Milk Shake, Donut with Ice Cream.

Colors: Reds, oranges, green, brown, yellow—College or high school colors to feature football games.

Emblems: Harvest background for back bar and window. Pumpkin — football — turkeys — cornstalks.

"OF THINGS TO COME—"

NOVEMBER 11 — ARMISTICE DAY — REMEMBRANCE DAY IN CANADA — RED CROSS ROLL CALL—all are patriotic events and in some states, holidays. Feature the "OLD GLORY" SUNDAE. Dress store up in red, white and blue.

THANKSGIVING DAY — feature the "CRANBERRY FREEZE" through the week-end. Attention-getting idea is to put live Turkey in window with attractive background and sundae, soda and "Cranberry Freeze" dummies. Each fountain customer enters name to receive turkey as special Thanksgiving award.

Also check for further merchandising tie-ups: Father and Son Week and Children's Book Week which usually come in November.

AN EASY WINDOW THAT SELLS

A valance in the form of an Ice Cream sundae in silhouette can easily be made out of black cardboard or paper to cover your window. (Note the sketch.) It provides an attention-getting frame for a striking display of featured sundaes and fountain specialties. This is an inexpensive idea for temporary use that will bring results!

Attention-getting windows can increase your sales!

Good window displays stimulate business, when tied in to store selling. Your employees must be so trained as to deliver the sales message flashed by the show window—your "silent salesman."

Tie-up your windows with featured items and tell your "story" quickly. On the average, it takes a person but seven steps to pass a store window.

The First "Kick-Off"!

The first intercollegiate game was won by Rutgers over Princeton, six goals to four, in November, 1869. Here is the theme for a striking window display featuring a "TOUCH-DOWN" SUNDAE promotion.

The floor of the window can be a sheet of green cardboard with painted white stripes to represent a gridiron with the sundae dummies lined up as opposing teams—using different flavor ice creams for each.

Contact your local newspapers for some "old time" football photographs as a background display, and perhaps a nearby college might have one of the early football uniforms which you can put on a figure borrowed from a department store.

The customers who return TOMORROW—depend upon the satisfaction you give TODAY

MERCHANDISING SUGGESTIONS FOR *December*

Feature:
DOUBLE FROSTED
CHOCOLATE MILK SHAKE

Sundaes good to feature: Double Fudge (Fudge over Chocolate Revel Ice Cream), Black Walnut, Pineapple Egg Nog (crushed pineapple over egg nog Ice Cream), Fudge snowball (Fudge and Coconut).

Colors: Holly red, holly green, mistletoe green, gold, silver.

Emblems: Holly, mistletoe, Santa Claus, Christmas trees, tinsel, etc.

"OF THINGS TO COME—"

DECEMBER 25—CHRISTMAS—What *might* be a bad ice cream month, *can* be one of your best if you are alert in capitalizing on the throngs of Christmas shoppers, students home from schools and colleges on holidays, and the festive social season. Decorate your store in bright, sparkling manner—but use more merchandise than tinsel.

If you are in a shopping center . . . feature a special shoppers' Lunch or "Afternoon Tea" built around a variety of Budget Sundaes. Use "After Theater Snacks" to bring in late evening crowds.

Only a few Saturdays before Christmas, so remember you have to put *extra* punch into everything you do to reap those *extra* profits!

THINGS TO DO IN DECEMBER

Get in the holiday mood early . . . dress up your store, windows, and fountain in festive Christmas attire . . . but remember, a cheerful atmosphere is not complete without the cheerful attitude of employees.

Winter begins on December 22, but long before that—Double Fudge Sundaes, Malted Milks (hot or cold) and the Egg Nog Ice Cream soda can be featured.

Don't forget to start taking Ice Cream orders early for Christmas and New Year parties. A neat attractive counter sign or menu tab suggesting holiday Ice Cream flavors and moulds for future delivery will develop extra business for you.

Timely Inexpensive Window Idea

A winter landscape scene makes a striking border frame for your Christmas window. Cut trees, icicles, etc., by hand from white cardboard and crepe paper and emphasize the holiday idea by providing a perfect setting for the Egg Nog Ice Cream Soda. Mucilage or paste will hold the frame in place on the inside of the window.

How To Sell More Hot Fudge Sundaes

Here's a "Trick" with a magic touch that sells! Place an ordinary electric heater on a stand at the corner of your window and just outside the entrance to the store. This will not be noticed by the average passer-by, until he or she suddenly feels the stream of heat. Stopped by the unusual sensation, they see a sign on the heater which reads something like this:

"Feels Good?
Our Special Hot Double Fudge
Sundae
Tastes Even Better!"

Here's a real "stopper" on a cold day that turns sidewalk circulation into store circulation.

An employee who can do things alone and on his own initiative, is seldom out of work

The Four Lane Highway That Leads to TASTE

Sight, Hearing, Smell, Touch—definitely influence customer taste reaction. How would your store rate on a Four-lane-to-taste-check-up?

SIGHT

REPELS IF—

—windows are "hodge-podge", advertising poorly placed; no definite item emphasized — no MESSAGE!; layout of store is confused, "unhandy"; Ice Cream Department poorly placed, insufficiently lighted — surrounded by merchandising display of products unsuitable for display near foods; displays on counter are old, soiled, flyspecked; dirty dishes on counter—drainboards, etc.; dishwater at the fountain is dirty, full of food particles; uniforms of personnel are soiled, ragged, ill kept; dispensers and waitress are untidy; person neglected; food ordered is "thrown together" with no care used to make correctly.

ATTRACTS IF—

—advertising is merchandised in windows to catch customer's eye and followed through in store; store is well arranged for service—convenient; Ice Cream Department well placed, adequately lighted; displays are fresh looking, made attractively, spaced for eye catching; counters are kept free of soiled dishes; dishes are being thoroughly sterilized; Ice Cream Department personnel looks spic and span, uniforms clean, hands, hair and faces well kept and clean; order is well made, nicely garnished, attractively combined to make a real "food picture". *Eyes are the "Headlights" of Taste.*

HEARING

REPELS IF—

—senses are irritated by a babel of confusing noises, unnecessary and loud; surroundings of Ice Cream Department are noisy, blaring radio, snapping punch machines, etc.; sales persons shout orders in loud voice, hold long, loud conversations about personal affairs; dishes are handled with unnecessary clatter; service is rushed so as to result in excessive dropping of dishes, silver; banging doors; hard heels on waitress' shoes add to general store noise.

ATTRACTS IF—

—Ice Cream Department is spaced to avoid confusion of store noises; radio kept low; punch machines (if any!) away from Ice Cream serving areas; orders are repeated in low voice, conversation between sales persons restricted to business; dishes are set down and picked up with care; service is efficient, fast but not reckless; store personnel wear rubber heels, to help keep noise at a minimum; thought is taken by all serving to reduce all unnecessary noises.

Hearing has an effect upon taste

SMELL

REPELS IF—

—store is poorly ventilated, with ghosts of other days' meals still apparent in the air; air is filled with smoke from tobacco and from cooking; odor of old milk, improperly cleaned floors, etc., comes up to customer seated at the fountain; the first whiff of food being served carries odor of rancid, sour, mouldy, stale, scorched ingredients; odor from refuse can is evident.

ATTRACTS IF—

—store is well ventilated, air kept circulating to carry off food odors; fans and mechanical devices draw off and replace smoky, with fresh untainted air; "out of sight" places are kept so clean that whole Ice Cream Department has a clean, wholesome odor; all food is kept in good condition—syrup jars scalded to prevent sour syrups; fruit sorted to prevent use of off flavored portions; chocolate jars sterilized daily and dried thoroughly; chocolate syrup kept free from water splashing which causes mould to develop; first smell of food being served carries that assurance of quality with its perfect blending of "just right" ingredients; refuse can is emptied often and sterilized.

Smell—a sensitive road to taste.

TOUCH

REPELS IF—

— counters or table tops are sticky, greasy or wet; counters, tables, have crumbs, spilled salt or sugar unremoved; chairs or stools are soiled, greasy, sticky; deposits of gum have accumulated on under surface of counter table or chair seat; menu is sticky, greasy; dishes aren't clean, soda glasses run over, sundae toppings drip down sides of glass to soil fingers, spoons and perhaps sleeves or arms.

ATTRACTS IF—

—counters and tables are kept dry, polished, scoured; crumbs, etc. from previous service have been carefully removed; chairs and stools are cleaned (washed if necessary) often enough to be kept free from grease; *gum* is removed daily from under counters, stool and chair seats; menu is clean and dry; dishes are clean; served full but not running over.

Touch — telegraphs the Taste message.

Cleanliness

Follow a Planned Work Routine

Sanitation—

The Health Road to Success

When you are scheduling hours of duty at the soda fountain, don't forget the cleanliness routine.

It takes time to keep clean! The dispenser's first duty is to give the customer quick and correct service.

But, part of service is also having a clean place for the customer to sit and an orderly fountain and back bar to look at.

Routines of dispenser training must include not only instruction in food formula, but also proper use of toppings and garnishes to avoid "slopping" over work space, proper disposal of dirty dishes (after each customer has finished), etc.

Just as the golfer needs the "follow through" to succeed, the dispenser needs to follow through on service.

Set 'em Up!

In the bowling alley, the pin boy replaces the pins after every frame. The soda fountain dispenser's service isn't complete until he has "set 'em up", ready for the next customer.

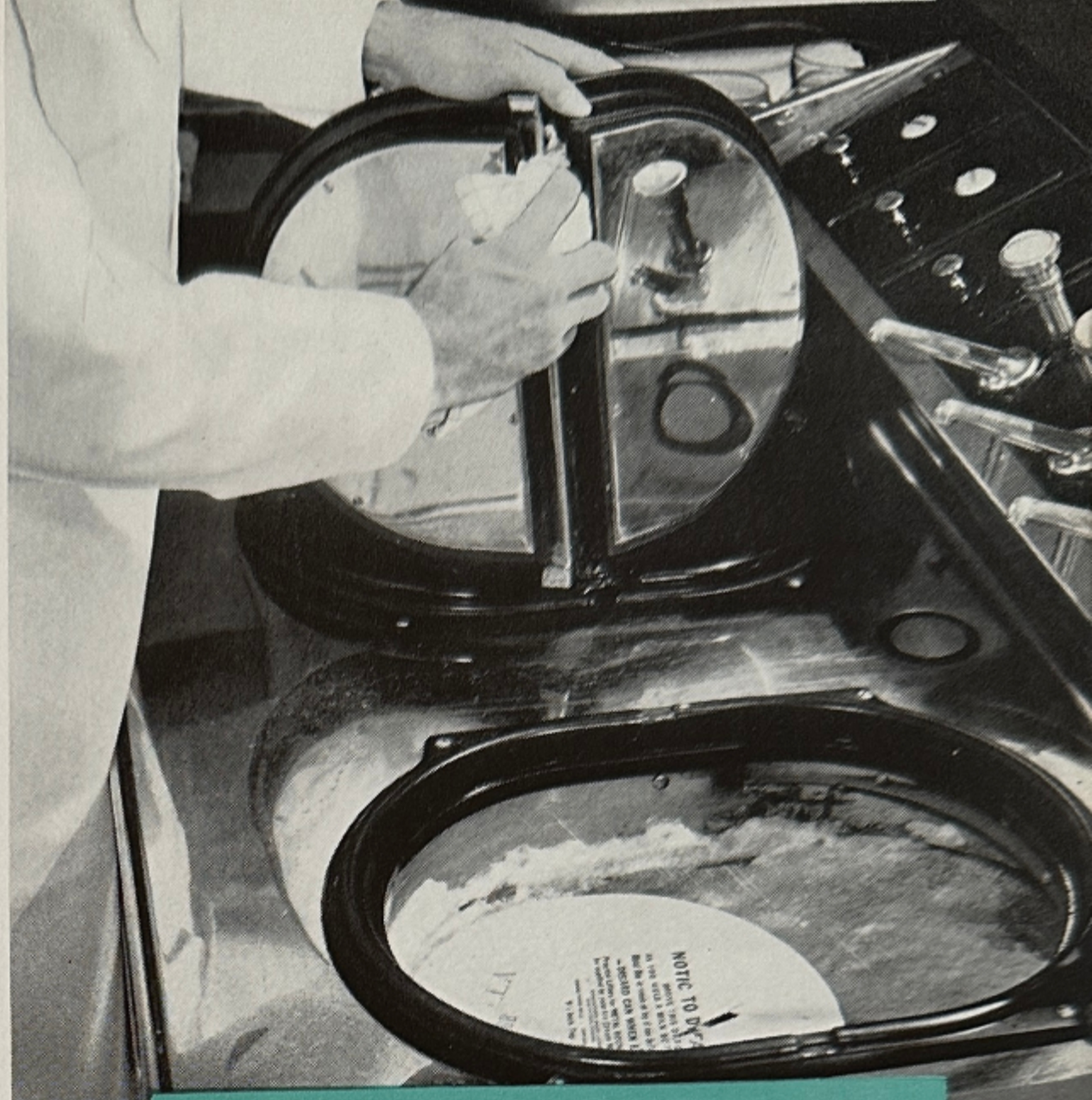
This means a routine somewhat as follows:

Customer enters.
Dispenser serves glass of water and menu.
Order taken and served.
Water glass refilled.
Alert for additional order.
Customer pays and leaves.
Dishes removed to sink, storage table, or racks.
Counter wiped—ready for next customer.
Customer enters, etc.

Multiply that by ten or twenty at once, and the dispenser is "hopping" to get everything done.

A planned work routine keeps orders moving to customers and soiled dishes moving to sinks and through washing, sterilizing, drying, etc. into service again.

If every dispenser has his part clearly outlined and tends to it, this can be done with a minimum of help.



Clean Lids of Ice Cream Cabinet. Be Sure To Clean Bottom of Lids. Check Hinges.

Daily Cleanliness Routine

Opening:

Clean lids of Ice Cream cabinet. Be sure to clean bottom of lids. Check hinges.

Fill dipper well with clean water—immerse *clean* dippers in well, ready for service.

Place sterilized dipper pad in position.

Check to be sure glasses, dishes, and silverware are clean and in correct place.

Clean cooler box and storage compartment, and put in supply of milk, etc.

Polish draft arms.

All Day:

Remove soiled dishes immediately when customer leaves.

Wipe counter with damp, clean cloth and dry, after each customer service.

Wipe off straw holders, menu holders, napkin holders, frequently. Don't let them get sticky.

Wipe off sandwich board after each use.

Keep cabinet tops free of drops of melted Ice Cream.

Wipe off syrup jar top—keep free from sticky drops of syrup.

Wash and Scald Chocolate Jar. Be Sure It's Dry Before Refilling.

Before Closing:

Wash and scald chocolate jar. Be sure it is dry before refilling.

Check other syrup jars. If refilling is needed, be sure to wash and dry.

Put food from sandwich counter in storage refrigerator. Clean board and toaster.

Wash and sterilize all glassware services —leave in order for opening.

Clean and sterilize refuse chute and container.

Clean counter and back bar slab—ready for service.

Empty all coffee containers, clean thoroughly—leave set for morning service.

Clean and dry all silverware for individual service.

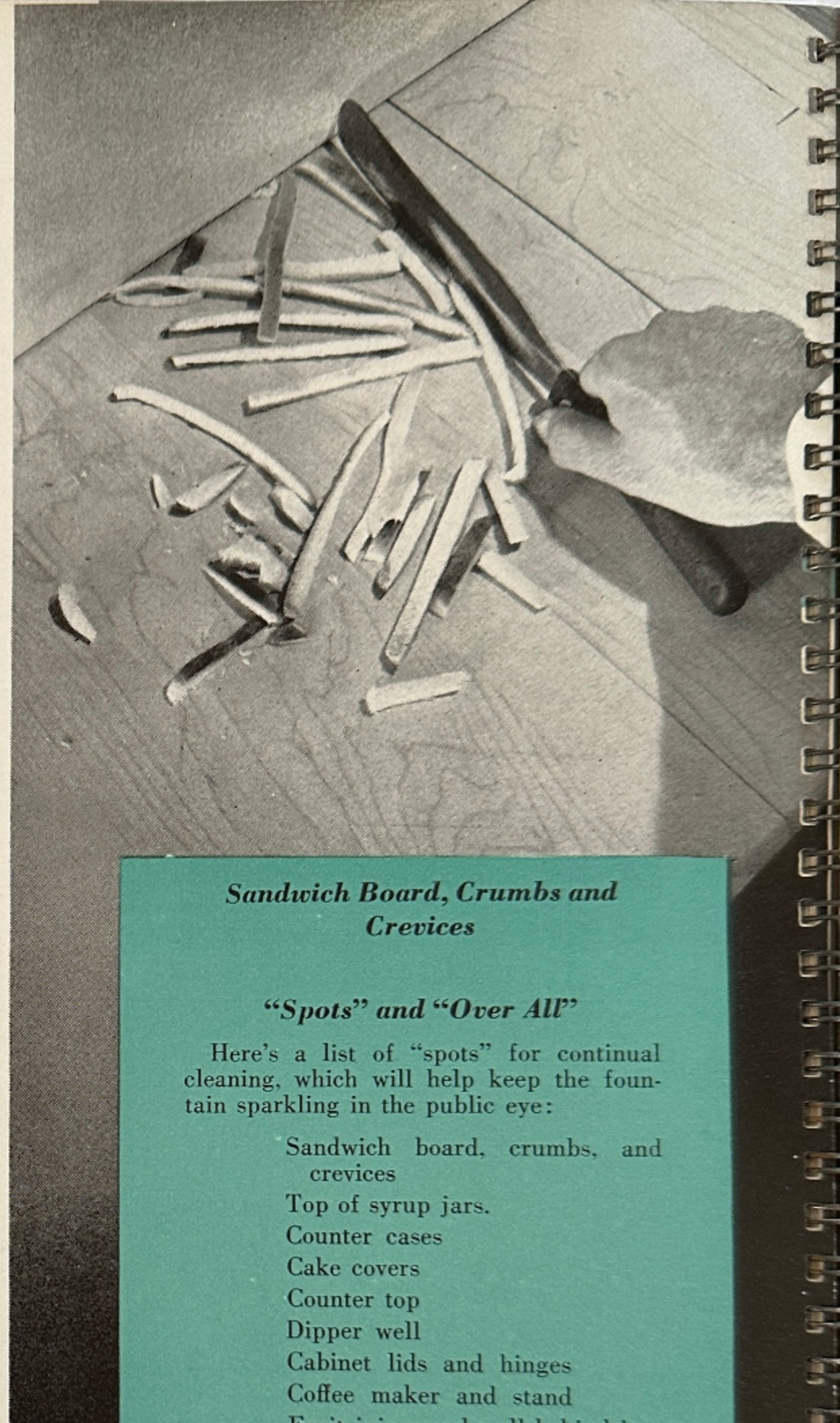
Empty and clean dipper well and dippers.

Check to see that porter cleans floors, racks, etc.

See that all gas and electric connections are turned off.

Refill sugar, salt and pepper containers, as needed.

Wash towels and leave to dry over night.



Sandwich Board, Crumbs and Crevices

"Spots" and "Over All"

Here's a list of "spots" for continual cleaning, which will help keep the fountain sparkling in the public eye:

Sandwich board, crumbs, and crevices
Top of syrup jars.
Counter cases
Cake covers
Counter top
Dipper well
Cabinet lids and hinges
Coffee maker and stand
Fruit juicer and wall behind it
Ice Cream dippers
Crushed fruit jars
Mixing machines and mixing cups
Hot cups
Dish washing sinks

"Over all" must present a neat shining appearance if the impression of cleanliness is to go out to entering customers.

Draft arms
Front counter and stools
Ice Cream cabinet top
Back bar
Dish storage
Counter edges—base and step
Tables, chairs, or benches
Floors

Clean and Polish Draft Arms. Clean Underneath Drain.

What Do We Need for Cleaning and Polishing

For polishing draft arms, a good silver polish or whiting paste. *Rub dry* with soft cloth.

Stainless steel—warm water, nonabrasive soap solution or Lava soap. Clean water rinse. Wipe dry with clean, soft cloth—like cheese cloth.

Aluminum—fine steel wool.

Leather seats—saddle soap. Follow carton directions.

Milk and cream containers—rinse in cold clear water. Wash in hot soapy water. Clear rinse. (Check health department regulations for sterilizing, rinsing, and drying.)

Glasses, china, porcelain, and silverware—wash in hot soapy water. (Check health department regulations for sterilizing, rinsing, and drying.)

Windows and mirrors—4 tablespoons ammonia to one gallon clear water. Use chamois for drying and polishing.

Woodwork (*painted*)—mild soap and water. Rinse with clear water. Wipe dry. Wax lightly. (*Varnished*) — wipe with furniture polish. Rub dry. Wax lightly.

Walls—ask your painter.

Cooler box, overflow pipes, etc.—hot solution of bicarbonate of soda. Clear water rinse.

Drain pipes—grease solvent (ask your plumber).

Brass and copper—vinegar and salt solution, then wash thoroughly, rinse with clear water, and dry.

Cleanliness Work Schedule

What	*Time**	*How Often*	*By Whom***
Wash counter top slab	5-10	3 times daily or oftener	D
Wipe counter top (individual place)	1	After each serving	D or W
Wash and sterilize glasses	--	As necessary	D
Wash and sterilize dishes	--	As necessary	P
Wash tables (per table)	3-5	3 times daily or oftener	W
Clean and wipe tables	1-2	After each customer	W
Sterilize dipper pad	--	As necessary	D
Clean and rearrange back bar and shelves—clean mirrors	15-30	Weekly	D
Clean cabinet top, lids, undersides, and hinges	30	Weekly	D
Wipe cabinet tops, lids	10	Daily or oftener	D
Clean, scald, and dry syrup jars	5	Before new syrup is put in	D
Clean, scald and dry chocolate pump	5	Daily	D
Clean sandwich board and containers thoroughly	3-10	Daily	D
Wipe sandwich board	1	After each use	D
Scour sandwich board	5-10	Weekly	D
Clean refrigerator section thoroughly	20	Every two days	D
Defrost Ice Cream wells	--	Weekly	D
Polish draft arms	10-15	Daily	D
Clean draft arms and drip pans thoroughly	30-45	Weekly	D
Clean and mop floor racks	10-15	Daily at closing	P
Scrub floor racks	25-35	Weekly	P
Wipe woodwork, clean and wax	30	Weekly	P
Flush drain pipes with grease solvent	--	Ask your plumber	P

* Minutes

** D—Dispenser; W—Waitress; P—Porter

Note: In the above table times given are only approximate, since equipment, service space, and working conditions vary so widely in the different retail stores. It is intended merely as a guide for the store operator or manager in apportioning time and duties involved in maintaining a clean, sanitary store.

"Mouth Watering" Window Displays

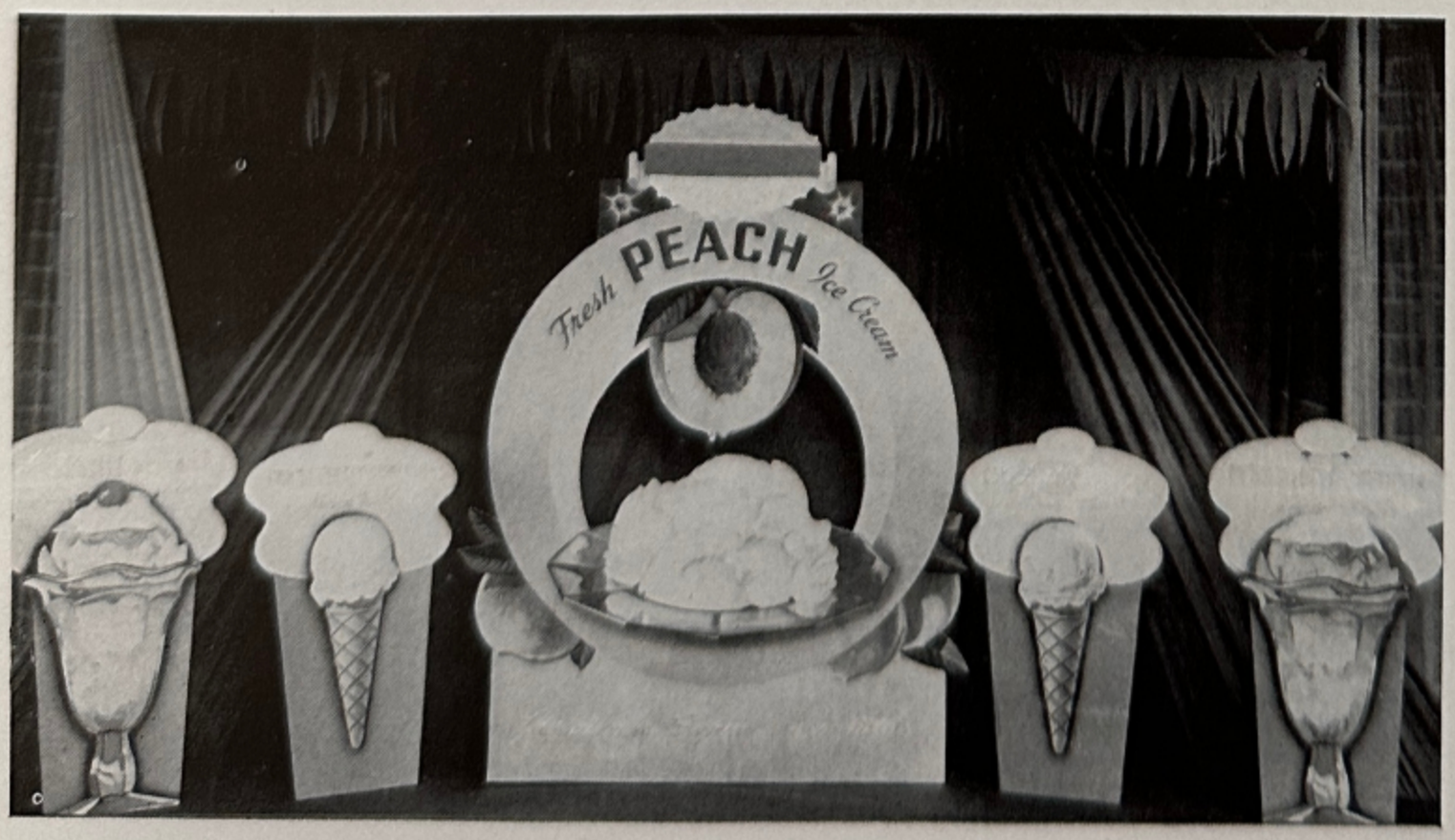
"Appetizers" for Business

There's nothing soothing about the appetizers you get before the meal. They're zestful — stimulating — even startling. They sharpen appetite. Intensify desire for the good things to follow.

That's just what your windows ought to be doing for your business! Do they?

That peppery morsel on the cracker which you lift off the tray and pop into your unsuspecting mouth — registers right away on your senses. Wow! It's hot—it's tongue-tingling. Maybe you like it—maybe you don't—but you don't forget it.

Your windows have the same place in your business. They must *stop*—the eyes—shock the senses into noticing what they display—and yes, stimulate that appetite for seeing more—which leads customers into the store, just as appetizers lead hunger-enhanced tastes to dinner.



Dressed Up—and Some Place to Go!

Appetizers are always "dressy". They're made to hit the eyes with a message for taste. Each individual on the tray, has a "come-hither" look about it. Every appetizer is an appeteaser! The whole effect is color—invitation so attractive as to be irresistible.

They lift appetite interest from fair to warmer and compel attentive selection.

When dressing your window appeteaser for the public taste—remember to keep it "sharp". Tangy, zestful appetizers — colorful — arresting — are the "go-getters" in attraction.

Frame the Picture!

Set your windows as a tray of appetizers — colorful — arresting — *not a* "hodge podge"—but an effective picture.

Arrange your window dressing to give a frame to the merchandise. The loveliest tray is used for appetizers. Use colors and fabrics for outline—backgrounds which "step-up" the appeal of the window tray and feast the eyes while they stimulate the buying appetite.

"Tests conducted during the survey (St Louis Drug Store Survey) show that many items sell *4 times* as fast when displayed in windows. This does not of course hold true for a dense mass window in which no item stands out.

"Proper conception of the use of windows . . . is for promoting sales *selectively* rather than on a mass basis."

Stick to Your Theme

Pick out a theme for your window. Banana Splits, Fruit Sundaes, Ice Cream Soda—no matter what—and then stick to it. Use plenty of color to make the right background. Remember that color is for background and don't overpower your feature so that it sinks into the frame instead of being the "high sign" to the public.

The buyers are outside—your "entrees" are in the store aisles. Are your window's appetizers to pep up desire for your business bill of fare?

Color

What are you trying to sell with the color theme of your windows? Backgrounds or merchandise?

Color is the "bait" you use to attract the buyer's eye. It should *emphasize*, *point-up*, but not *overshadow*, your product. Use backgrounds and highlights of color to *get attention* and *direct* it to the *product* you are featuring.

Certain color "registers" more quickly than others. Red is the great "impulse hue." It is also excellent to accent food combinations but should be used as a *point* of color to catch the eye—rather than a background mass.

Seasonal colors attract in window planning—tie in with the merchandise especially planned for the season's promotion.

Pink and light green in spring remind us of growing flowers, fresh juicy strawberries on Ice Cream.

Cool frosty effects are best summer backgrounds to entice the mind, through the eye, into a vision of the cooling refreshment which awaits at the Ice Cream department.

Orange and brown add warmth to fall selling—contrast to the chill in the air—suggest the delight of chocolate over that good food—Ice Cream.

Red and green, the Christmas colors, are good for winter promotions. Bright colors for short dark days. Both are good food colors.

Color speaks to everyone—little or big, old or young. It is a power in selling. Use it—wisely—to complement, not divert—to attract attention — stimulate desire!

Back Bars as Sales Builders

The back bar is the "stage" of the Ice Cream Department. On it you can focus the attention of every customer who comes in the store. By well-planned arrangements you can "sell the eyes" and remind the customers of many services your Ice Cream department can render.

For example, one of the back bars shown—an actual "working set up" is noteworthy from several points.

First and foremost, it is orderly, clean, spic and span. Although many items are shown, they have been arranged and spaced so as to avoid a cluttered appearance, yet use every inch of the valuable display space.

There was a *plan* behind this arrangement, and everything displayed has one purpose—to "jog" customer's attention —to send a "reminder" message to purchase.

At each end of the back bar is a prominent flavor board. "*We sell and serve Ice Cream*" the boards flash, "and have these delicious flavors of nutritious food for your enjoyment. Yes, we've thought of the home folks, too, with packages." That's all there—between the lines on the well-lighted flavor boards. Ice Cream is the "best seller" at your fountain or Ice Cream department. Don't let people have to look to see that you have it. Tell them—so they can't miss—that Ice Cream is ready, waiting to give them eating pleasure.

Mass displays make a fine background. Here we see them utilized both as background and as suggestion for store service and carry home — individual fruit juice, "home sized" containers of syrup. "We have it" says the back bar, "Eat or drink it here—or it's ready in a jiffy to carry home."

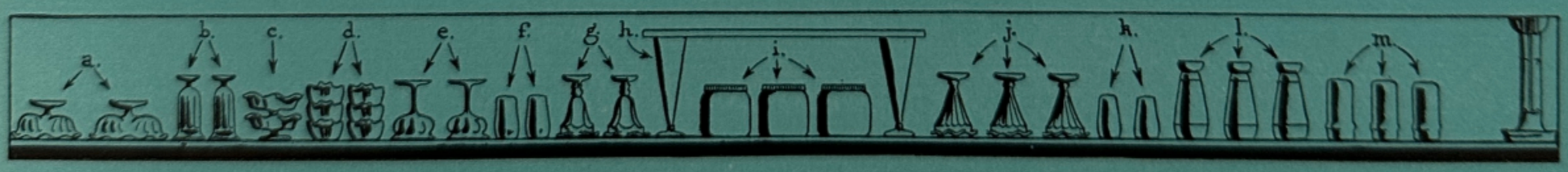
Fruit juice extractor, milk drink mixers—clean "ready to serve" are out to be seen and used. Every piece of equipment on the back bar should be a "selling sign" for the drink or combination for which it is used. If equipment doesn't sell merchandise, get it out of sight. Back bars are for *selling*.

Don't overlook the value, eye appeal, and merchandising suggestions of a bowl of fresh fruit. Oranges, lemons, grapefruit, bananas are year 'round in usefulness for sending the "made fresh for you" suggestion to customers.

For promoting seasonal specials, baskets of strawberries, bowls of peaches, stacks of pineapple, bowls of bananas, bunches of grapes, are powerful helps. They tie pictured promotions in with actual "see, smell, touch" appeal that sells the purchase message to taste!

Some fresh fruit can well be part of every back bar arrangement. Piled in a sparkling clean large glass bowl, it adds interest and appeal.

In one of the back bars here pictured, the take home message is sent out by the mass display of syrups and toppings in home-sized containers. These should be tied into a selling suggestion, such as "So good with Ice Cream. Why not take some home with the family Ice Cream tonight?" At the same time "enjoy Ice Cream now" is called to customer attention on this back bar with the well-grouped arrangement of artificial sundaes. These sundaes build up



ARRANGEMENT OF GLASSWARE

Suggested glassware arrangement for speedy service and attractive appearance.

a. Duplex or Double Sundae
b. Parfait Glasses
c. The Ice Cream Bowls
d. Banana Splits
e. Footed Sundae Dishes
f. Water or Beverage Glasses
g. Tulip Sundae Glasses
h. Glass Vases and Glass Display Shelf
i. Jars for Nuts, Chocolate Shot, Pretzels, etc.
j. Crimped Sundae Glasses
k. Water Glasses
l. Ice Cream Soda Glasses
m. Milk Shake Glasses

taste anticipation, create a food picture. "That's what you will enjoy if you try *our* special," they seem to say.

Posters have a selling message. That's what they are made for. Give them a chance to do their work on the back bar by spacing well. Don't overcrowd the mirrors with posters. Create special effects with clever, rather than overpowering use of pictures and signs.

Back bar arrangement, to be effective, should be

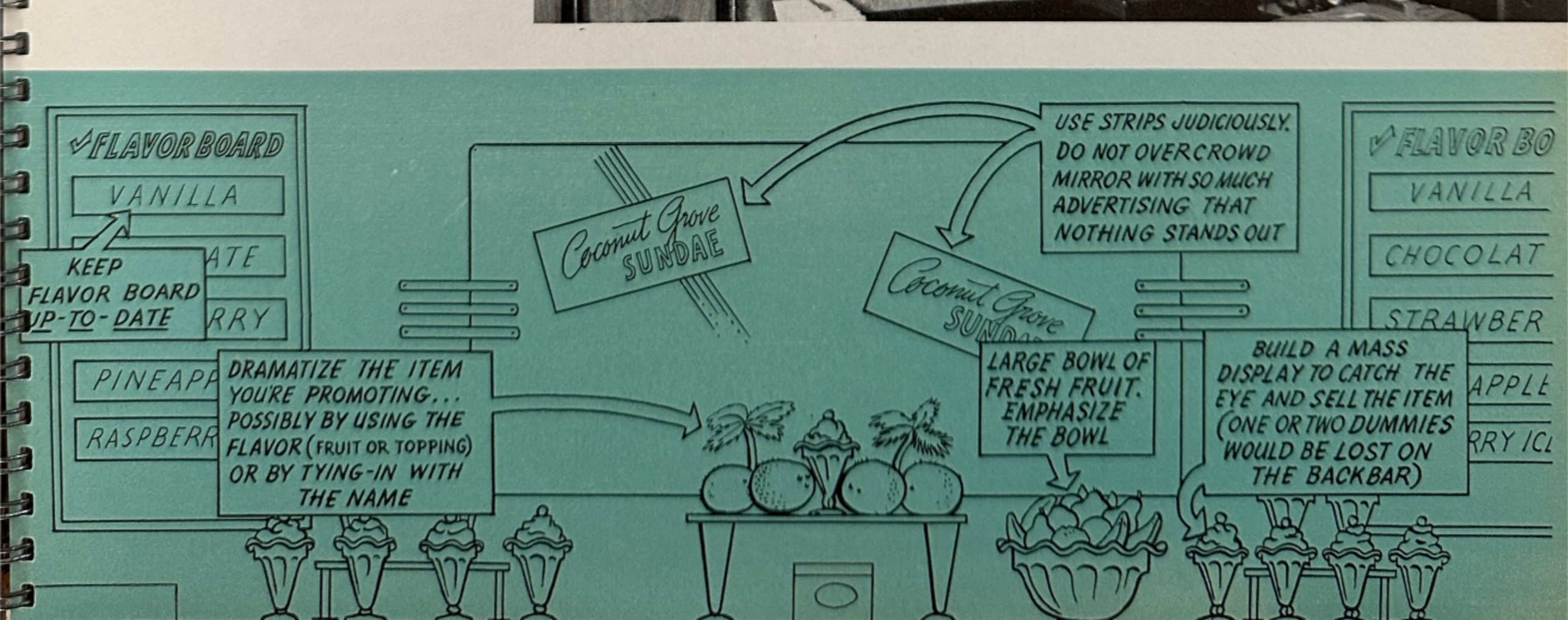
—clean—orderly.

—spaced to avoid an appearance of crowding confusion.

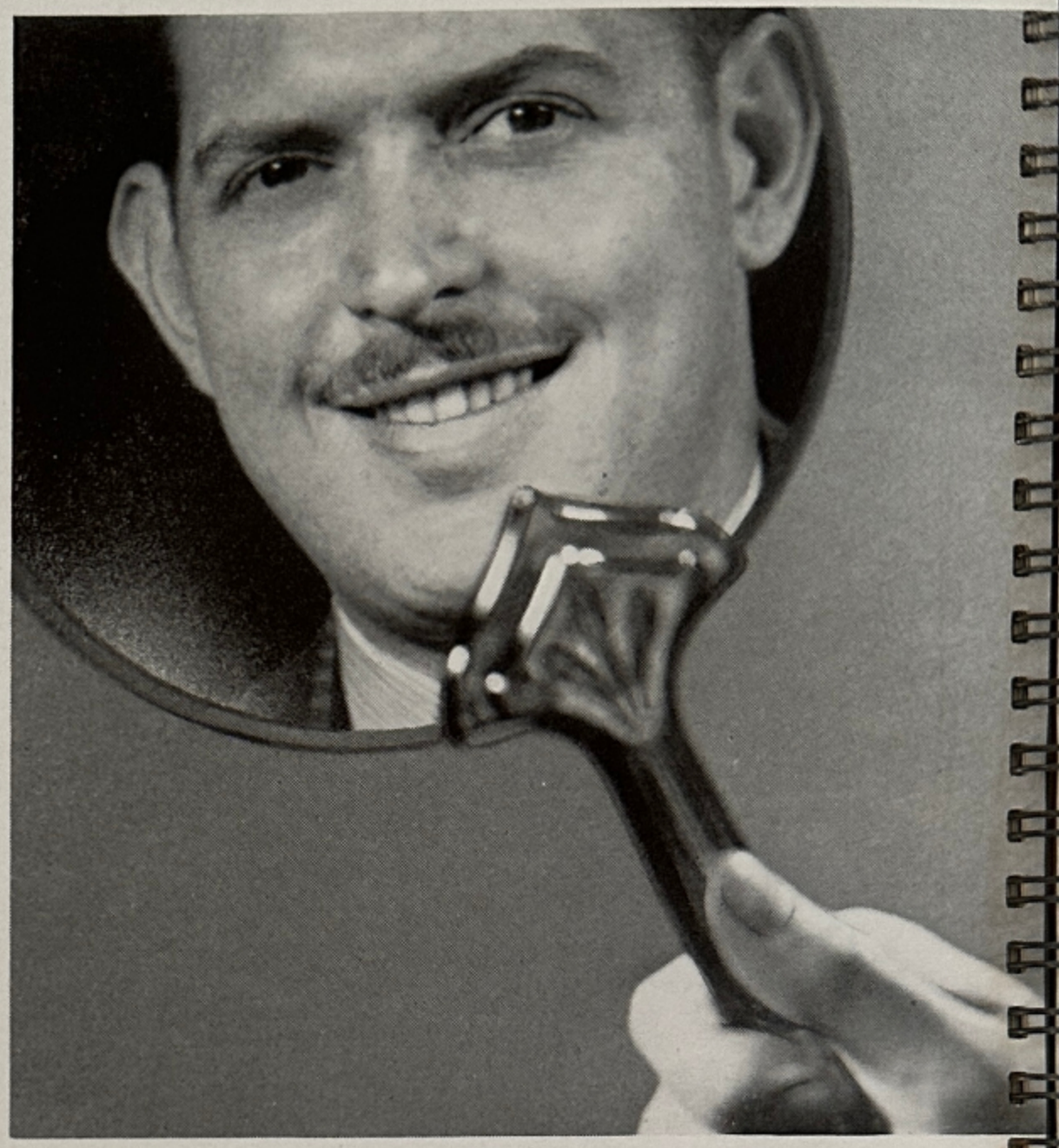
—built to sell both Ice Cream specials and the services of the equipment displayed.

—arranged to utilize the space to fullest advantage.

—focused to sell Ice Cream—and specials containing Ice Cream—the most important ingredient of success and profits.


✓FLAVOR BOARD
VANILLA
KEEP FLAVOR BOARD UP-TO-DATE
DRAMATIZE THE ITEM YOU'RE PROMOTING... POSSIBLY BY USING THE FLAVOR (FRUIT OR TOPPING) OR BY TYING-IN WITH THE NAME
Coconut Grove SUNDAE
USE STRIPS JUDICIOUSLY. DO NOT OVERCROWD MIRROR WITH SO MUCH ADVERTISING THAT NOTHING STANDS OUT
LARGE BOWL OF FRESH FRUIT. EMPHASIZE THE BOWL
BUILD A MASS DISPLAY TO CATCH THE EYE AND SELL THE ITEM (ONE OR TWO DUMMIES WOULD BE LOST ON THE BACKBAR)
✓FLAVOR BO
VANILLA
CHOCOLAT
STRAWBER

PERSONALITY



Do You See Yourself As Others See You?

Personality—what is it? How is it produced? Where can we get it?

Persons so different as to seem exact opposites may each have a pleasing personality, for personality comes from within out, not from without in.

Personality is the combination of those traits, developed in us, which find expression in our faces, our manners, and our contacts with our fellowmen. As Charles Schwab once said, "Personality is to a man what perfume is to a flower."

Each of us has a personality. It depends on us, as to whether that personality is a pleasing one. The priceless asset of a pleasing personality is possible to everyone, if he desires it enough to pay the price in time and effort to acquire it. You know—we usually get what we pay for!

If a person could be shown in dollars and cents the real value of developing a good personality, or could realize its importance in his physical, mental, and moral well-being, it would be easy to persuade him to start building. Each has within himself power to produce winning personality, but every man must build it for himself.

It has been said that personality opens the door of opportunity, personality secures attention, personality softens the heart, gains a ready audience. In many instances, personality means the difference between success and failure.

Our faces are a true reproduction of the inner life. If the inner man is KIND, PATIENT, SYMPATHETIC, TOLERANT, UNSELFISH, and DELIGHTS IN MAKING OTHERS HAPPY, if these characteristics continue to live in you and prompt your actions and facial expressions, you will become the personification of these character building traits, and your personality will grow into the kind people love and respect; you will develop a most gracious and delightful personality.

What are some of the characteristics that go to help produce the type of salesman-personality so deeply needed today? Many sales persons have had a very good technical training, but when it comes to Personality they have been neglected. Here are some of the characteristics essential to the personality which wins:

KINDLINESS

Do not be artificial about this, do not just put on an act of kindness in the presence of a purchaser. If a person is to build a personality, he must be honest or he will find himself growing into the personality of insincerity. That artificial pretense of kindliness may fool (we say *may* fool) the customer at first, but eventually that old insincere personality will be so deeply wrinkled in your face and in the tone of your voice that it will not fool anyone, not even a perfect stranger. A person must be kind, not only when he wants something, but when he is not wanting. He must learn how fine and noble it is to be kind not only to *get*, but also to *give*.

Display a kindness that is solid oak, not simply oak veneered, not a gold plate but solid gold, not just the appearance of kindness, but genuinely kind. The first lesson a good salesman should learn, is that he must find joy in serving. His heart and mind should be full of customer interest. Every act and every expression, also the tone of his voice, should tell how he likes to serve, he likes to please, he is happiest when serving others, in his home, in his club, among his friends and also to his trade. He must be genuinely kind and anxious to serve. Kindness, to make the right effect upon your personality, must be real.

Think for just a moment now, do you think the kindness you have just read about would contribute anything to the kind of personality a salesman should possess, would it be of any real value? Would it make him look or sound better thus improving his personality?

PATIENCE

If you have not learned the value of patience, endurance, fortitude, self-control, then your selling ability must be very limited. Sales work is not always easy and at times one must be patient. People find it hard to make up their minds, they are slow to come to decisions.

When one becomes impatient, his mind and disposition are both weakened. The fortitude needed at a particular time which should keep him firm, cool and courageous, has melted away. Instead of helping the prospect to make a decision you hinder him and lose the sale.

Patience and fortitude are the two guards and supports of all other virtues. In one impatent outburst, the hope of a life time may be shattered. Without patience, personality would be devoid of that much-needed balance wheel giving

confidence and assurance, which enables one to keep the chin up and the smile beaming.

SYMPATHY

Anyone who happens to be blessed with a sympathetic nature should be truly grateful. There is no characteristic that so endears people to others as a genuine expression of, or an act that expresses, heartfelt sympathy. How often has a salesman found himself taken into the innermost secrets of a merchant or buyer's heart! He may have wondered "why should this man let that little gate in his heart, that has private written on it, swing open and invite me in." Well, it was because either knowingly or otherwise the salesman carried the key to that gate, and the name of the key was sympathy. This buyer felt that sympathetic interest the salesman had in his business, not that he felt sorry for him, but had an interest in his welfare that came from the heart, a real genuine heartfelt sympathetic interest in his problems.

When a relationship is formed between seller and buyer with real sympathy as the cement, you need not worry over competition, for you have risen far above ordinary salesman's relationship with this buyer. There is added a tenderness and richness to a sympathetic personality that makes people really seek the companionship of the one so richly gifted.

TOLERANCE

How much we have heard of tolerance! A personality that is devoid of what this ingredient contributes would be an unwelcome personality indeed. Salesmen should be warned repeatedly against arguments. A salesman may win his argument (or thinks he does) and lose a sale and in most cases lose a customer. Always remember the other fellow knows he won the argument and he has you branded as stupid.

To be able to listen attentively to another while he may be voicing a far different belief than your own, and not show the slightest resentment, is really overcoming force by submission. This does not mean that you accept another's ideas as your own, simply because you are tolerant and listen.

Salesman must be good listeners. A smart salesperson may find it possible, by a little directing of the conversation, to lead the prospect to sell himself on your product. Get him to explain to you what he considers the real benefit of your proposition, for you do wish to hear his judgment, and then give him credit for his views while you write up the order.

Tolerance destroys egotism, or any possibility of being accused of being too deeply in love with yourself and your own opinions. An overdose of egotism is very harmful to your personality.

UNSELFISHNESS

A good personality (or may we say a good salesman) is free of selfishness and every selfish thought, that is, as free as is humanly possible. Your success naturally comes from the success of him whom you sell or serve, so all you need be interested in, is, first your customer, second your firm, for your firm will care for you in proportion to your care of the customer. Let us crowd self out of our mind and heart by having it full of others.

Altruism and generosity means regard for, and devotion to, the interests of others. Altruism embraces those moral motives which induce a man to be considerate and unselfish. Therefore let the salesman put into his list of traits or characteristics altruism, a self-forgetting spirit, that is bound to add much to his success and personality. Selfishness is so ugly and it makes one so unwelcome that even a small dose of it is very sickening.

HAPPINESS OF OTHERS

Happiness comes by making others happy, so just follow this simple old rule and you can be happy. Can you imagine a personality where there is no happiness? If you can, you will agree it is not a very pleasing one, and not the kind of a personality that a salesman dares to carry around with him.

The cheerful philosopher is always a much desired speaker, so be cheerful and happy and you too will be a welcome person. Many people want success first. They think if they are successful in making money and enjoying a large volume of business, they will be happy. Remember happiness will do much toward making money and gaining business. If you are not happy in your work you are not apt to do your work well, and success comes from doing your work well.

No man should be behind the retail counter who has an ungrateful, sour ill-tempered disposition. It is bad for morale for him to associate with other employees. If you think you are unfortunate and have nothing to be happy about, nothing to be grateful for, you must be blind and deaf. No one can justly expect more, until he is grateful for what he has. Every person can find much to be grateful for if he learns to take the right mental attitude.

We speak of gratitude in connection with happiness, because, to be happy in your work, you must be grateful for your job, grateful for a firm that liked you well enough to hire you, a firm that has faith enough in you to make you their representative before their customers. Isn't this enough to make any reasonable man happy?

Happiness will bring success more often than success brings happiness. So we find a personality that is the outgrowth of KINDNESS, PATIENCE, SYMPATHY, TOLERANCE, UNSELFISHNESS and the disposition to MAKE OTHERS HAPPY.

The personality that these traits produce, is the kind everybody, but more especially the salesperson, should possess. It will add to your income; it will make you healthier physically; it will strengthen your mind and destroy any fear of difficulty in attaining success with which you may now be troubled.

Someone has said "Practice makes perfect",—it does—if you keep practicing, and, as you keep practicing, try hard to improve.

The traits and characteristics here discussed must be practiced. Practice them at home, among your friends and acquaintances, practice them on those whom you think are not your friends, whom you think dislike you. Remember as you practice, keep trying hard to improve every day.

When you build a pleasing personality, you are building the finest thing in the world. You are building something for others, but it will benefit you more than anything, in your work as a salesperson. You are building something that will live and grow—an asset to you—that money cannot buy.

PERSONALITY TEST

You may find it interesting to check yourself by this test recently used by a large retail organization. Write in grade; 10 is highest number of points allowed for each question. A total of 240 points would be a perfect score, 168 a passing grade.

		Your Score	Par
HEALTH HABITS:	Are your personal habits those that make for or against good health?	_____	10
FOOD:	Proper quantity and quality?	_____	10
SLEEP:	At least 8 hours regularly?	_____	10
EXERCISE:	Keep in good physical trim?	_____	10
GENERAL HYGIENE:	Care of scalp, nose, teeth, throat, hands, fingernails?	_____	10
SPEECH:	Can you express your ideas clearly, effectively and convincingly?	_____	10
MEMORY:	Good at remembering names, faces, personal instances about the people you meet?	_____	10
HABITS:	Do you form them or do they form you?	_____	10
HOME SITUATION:	Relations with your family happy and peaceful?	_____	10
HONESTY:	Honest and fair with yourself and with customers, friends and competitors?	_____	10
INITIATIVE:	A self-starter, or do you have to be pushed?	_____	10
INDUSTRIOUSNESS:	Accept responsibility?	_____	10
DRESS:	Painstaking in regard to your personal appearance?	_____	10
CLEAR THINKING:	Discriminate between more important and less important things?	_____	10
AMBITION:	The will to improve yourself—not just merely a vague hope?	_____	10
ENTHUSIASM:	Do you impress others by your belief in your merchandise?	_____	10
SELF-CONFIDENCE:	Capable, self-controlled, self-reliant, calm, self-confident?	_____	10
OPTIMISM:	A cheerful companion; keeping troubles to yourself?	_____	10
SOCIABILITY:	A good listener, not anxious to hear your own opinion?	_____	10
TACT:	Work in harmony with other people?	_____	10
PERSEVERANCE:	Stick to a job until it is finished?	_____	10
FINANCIAL ORGANIZATION:	Living within your means?	_____	10
MANAGING YOURSELF:	Your activities, your time, your habits?	_____	10
RELAXATION:	Decently dignified—not too "fresh"?	_____	10
	TOTAL _____		240

DEFINITIONS

Ades—Drinks containing the juice of citrus fruits, sweetened, to which plain or carbonated water is added.

A la Carte—A meal in which each dish is paid for at a specified price. Used to distinguished from table d'hote.

A la Mode—The fashion of serving one food over another—as Ice Cream on top of pie or cake.

Au Gratin—Cooked with a crust of cheese —browned in an oven.

Baume—The density of syrup.
The number of units of sugar in a unit volume of liquid.

Bon-Bon—Similar in type to a sundae. Usually made in a 6 or 7 ounce fancy stem glass. Candied fruit in bottom of glass, a combination of Ice Cream-Sherbet—flavor or fruit.

Braised—Lightly stewed in a covered kettle.

"Can't"—The most popular word in the "soda-pop's" language.

Charlotte Russe—Sponge cake filled with whipped cream or whipped cream slightly sweetened and flavored, surrounded by lady fingers and served in mold in which formed.

College Ice—This name was given to a sundae in a college town and was applied to sundaes topped with whipped cream.

Cooler—A drink made of fruit or fruit flavors in combination with ice, carbonated or plain water and topped with sherbets. Frequently made up complete and dispensed from punch bowl, adding ice and sherbet.

Coupe—Sherbets served in a short, stem glass. Covered with Fresh Fruits and whipped cream.

Dipper Pad—A cellulose pad placed next to dipper well, for tapping Ice Cream dippers on, to remove water before dipping into Ice Cream.

Dressings—Applied to any syrup, jam, jelly, marshmallow, nuts, fruits or mixtures of the same. Intended to pour over Ice Cream, sherbets and whole fruits.

Du Jour—Of The Day—as Soup of the day.

Egg Phosphate—A glass of carbonated water, in which have been scientifically blended, flavor, acid phosphate and an egg. All phosphates contain acid phosphate.

"Eighty-Six" — A slang term, usually yelled across the store, to denote "out of stock". Bad manners, of course.

Filet—A boneless piece of meat or fish.

Fizz—Originally applied to tart drinks, to which were added powdered sugar, to give the fizzing effect. Many egg drinks of different kinds are called by this name.

Flambeau — Ice Cream in combination with either cake or fruit with burning brandy sauce poured over it in sight of customer. Sauce served from flaming casserole.

Float—An ade, freeze or other drink, on the top of which some sweetened fruit juice — water ice — sherbet — or Ice Cream is floated.

Frappe—Frozen or partly frozen fruit juices. It is applied to whipped combinations of Ice Cream—syrup—fruits —nuts and whipped cream.

Freeze—Usually fruit combinations with carbonated water in which a large portion of shaved or cracked ice is used. Also drinks made by whipping sherbet, flavor and water.

Garnish—Something laid on or about food as a decoration.

Glace (Gla-sa)—Frozen or iced—fruits, nuts, etc. Drinks with an over-lay of fruits or nuts, usually made very cold by the use of ice. Also applied to sundaes on which glossy surfaced fruits and sugared nuts are served.

Hors d'Oeuvres—Assorted relishes served before or at beginning of meal.

Ice Cream—A body-building, energy giving food.

"In-the-hay"—A "soda-pop's" definition of getting behind in orders.

Julienne — A clear meat soup with chopped vegetables.
Vegetables and potatoes cut in long, thin strips.

Maraschino—A small black cherry (bitter). A delicate alcoholic cordial made from cherries, especially from the Marasca, a European variety, and flavored with the bruised kernels. It is applied to a "decorating cherry" flavored in Maraschino Syrup—but not always in the "genuine" flavor.

Melba—Originally applied to servings of whole fruits with Ice Cream between—covered with a Melba Sauce.

Mocha—A superior flavor of coffee. Denotes flavor of an Ice Cream drink where coffee syrup is used in its composition. Sometimes a combination of coffee and chocolate flavors.

Mousse—A delicate frozen composition of whipped cream—whites of eggs—sugar, flavor or fruits. Also applied to fancy sundaes — overcharged with whipped cream (sweetened).

Newport—Ice Cream — under which is placed either cake—whole or crushed fruit—or syrup and over which is poured fruit, nuts or toppings and garnished with whipped cream—chocolate shot or colored candy shot.

Parfait—Originally used to denote semi-frozen Ice Cream. Applied now to a serving of Ice Cream—fruits—flavor—nuts and whipped cream. Sometimes whipped to represent semi-frozen consistency—made more ornamental by layering different assortments of the things mentioned.

Petit Fours—Small, dainty cakes usually served with Ice Cream or sherbets.

Phosphate—Applies to drinks made with carbonated water — flavor and acid phosphate. Should not be used with "still drinks".

Puff—Ice Cream in eclair or cream puff shells with various kinds of dressings and nuts.

Rickey—Similar to an Ade—made exclusively with carbonated water—more garnish.

Sauted—Fried lightly and quickly with little grease and often a little water added.

Shakes—Originally applied to any drink that was shaken to mix it. Now applied to milk drinks mixed on machine.

Slaw—Shredded white or red cabbage, with garnishes if desired. Served with hot or cold sour dressing.

Soda—A soft drink made from carbonated water—usually accepted to mean "Ice Cream Soda".

Soda Dispenser—Opposite of "soda-pop" or "soda squirt". A person interested in and quite capable of correctly dispensing Ice Cream, sundaes and other foods.

"Soda Jerker"—A "soda squirt" who has a grudge against Ice Cream; likes to beat the profit out of it. His total knowledge seldom exceeds that of pulling a draft arm.

"Soda-Pop"—A "soda jerker" who is here today and gone tomorrow.
A passe expression for bottled carbonated beverages.

"Soda Squirt"—One who makes an Ice Cream soda half and half—half on the inside and half on the outside of the glass. Is little interested in his future and already "knows it all".

Souffle — Assorted colored paper cups filled with Ice Cream or sherbet, topped with macaroons, coconut, nuts, etc.

Sundae—A portion of Ice Cream over which one or more dressings of syrups, fruits, nuts, or other toppings are poured.

Timbale—A drum shaped mold of pastry, usually filled with finely chopped cooked meat, fish or vegetable.

Tortoni—Fancy Ice Creams in fancy individual paper cases.

Tulip Sundae — A sundae made and served in a Glace dish.

Twin Sundae
Double Sundae—A two-in-one method of making a sundae. Two molds of Ice Cream alongside one another in the same dish and topped with the usual sundae materials.

PERSONNEL

HINTS AND SIDELIGHTS

1. Be clean and neat. Check your uniform, apron, hair (wear a hair-net—always), headband, hands, nails, shoes (heels low, but not run-down). A clean and neatly-dressed waitress adds quality to the food and the service.

2. Keep your hands away from your hair or face.

3. Don't bite your fingernails—and don't wear a bright nail polish while on the job. Remember that chipped nail polish is less attractive than clean unvarnished nails.

4. Wear too little—rather than too much—make-up.

5. Smile. A pleasant expression and a cheerful word are the best—and the cheapest—trade-winners.

6. Have a sense of humor. There's nothing worse than a glum-looking waitress who acts as if she were doing you a favor by taking your order.

7. Don't chew gum, mumble, or whistle while working.

8. Be friendly—but not *too* friendly. Don't speak flippantly to a serious type.

9. Try to size up every customer so that you can give the right service to the right customer. Show a real interest in each individual patron—remember one thing about each of your "regulars," a favorite dish, topic of conversation, etc.

10. Let a newcomer know you're aware he's waiting for you—and that you'll be with him as soon as possible.

11. Serve a glass of water with the menu.

12. Don't serve "gold-fish bowl" water and call it "ice water." And serve hot drinks *hot*—not lukewarm.

13. Allow the guest to retain the menu as long as he likes—don't snatch it away before the guest has a chance to read it over carefully. Some menus have messages printed on them, so give the guest a chance to read them—that's why they're printed on the menu.

14. Be patient and attentive while the customer is making up his mind what to order.

15. Make suggestions — tactfully — that you think will please the appetites of the "Tired Shopper," the "Nervous Type," the "Sickly-Looking Person," etc.

16. Don't knit your brows when asked, "What is this dish?" nor say, "I'll find out." It's your business to know the menu.

17. Don't lean against the customer when taking an order.

18. If a customer is inclined to be cross or in a hurry, take his order promptly and correctly and serve it as quickly and efficiently as possible. Don't give him a chance to develop his grouch or "take it out on you."

19. Place the complete set-up while the order is being prepared. Always have all the correct silver at the guest's place when necessary—see that your customer has a soup spoon *before* the soup is served.

20. Have respect for the food—serve it as if everything were something especially nice.

21. Pay strict attention to your order—if a guest orders spinach, see that he gets spinach, not carrots.

22. Don't bring the crackers five minutes after the bouillon is served. Serve them with the set-up.

23. Remember soup is served in the bowl and coffee in the cup—not spilled all over the service dish or saucer.

24. Bring the beverage with the main course when requested.

25. Don't bring the entree to one guest while his dinner partner is still contemplating her tomato juice.

26. If the customer passes unfavorable comment or complains about an order, remove it at once without argument and have the error corrected.

27. Approach the table every so often during the meal to make sure that everything is satisfactory to the patron—but don't hover over a customer to the point of being annoying or break into a conversation to suggest additional service.

28. Don't disappear after serving so that the customer has to call the hostess or another waitress to find the one waiting on him.

29. Don't reach across a guest, no matter how cramped the quarters, unless you say "Excuse me," then do it only when absolutely necessary.

30. Be careful to show no signs of impatience—especially with slow eaters—such as hanging around the table, giving your patrons "dirty looks", or waving a dessert menu in their faces.

31. Don't force the customer to have to ask you for his check—and turn it face down when you bring it.

32. A "Thank You" makes the customer feel that his or her patronage is appreciated.

33. Remove all soiled dishes quickly and quietly.

34. Don't wipe crumbs off onto the floor.

35. Don't leave a dirty ash tray on the table for a newcomer—and don't give the tray a "lick and a promise" with a cloth. Take it away and bring a *clean* ash tray.

36. If a customer is in a "chatty" mood—and if you have the time—answer him in an impersonal agreeable way.

37. Don't join a group of chattering waitresses when you happen to have a few minutes' free time.

38. Try to devise means to make your work more efficient, so as to save your energy for the important tasks of being pleasant, cheerful, and tactful.

39. Treat your own work with dignity, so that other people will treat *you* with dignity.

40. Don't become embarrassed by compliments when you get them—don't be coy or kittenish about it. Thank the guest sincerely. Incidentally, if the compliments are about the restaurant itself, *tell the manager.*

41. Remember you are a sales girl—and practise your salesmanship continually.

CUSTOMER TYPES
And How Best to Handle Them

NERVOUS CUSTOMERS

For customers who are:	*You will need:*
Tired and cross	Patience
Fussy and nervous	Consideration
Excitable	Quiet Manner
Impatient	Rapid Service
Unreasonable	Calmness

DEPENDENT CUSTOMERS

Timid	Gentleness
Sensitive	Gentleness
Undecided	Decision
Deaf	Sympathy
Old people	Sympathy
Children	Power to Think for Them
Foreigners	Helpfulness

DISAGREEABLE CUSTOMERS

Skeptical	Candid Manner
Inquisitive	Knowledge
Talkative	Courteous Brevity
Insulting	Self control

TRYING CUSTOMERS

Critical	Knowledge of Goods
Indifferent	Tact
Silent	Perseverence
Bargain Hunters	Ability to Talk Values

COMMON SENSE CUSTOMERS

Pleasant	Pleasantness in Return
Decided	Merchandise They Expect
Intelligent	Merchandise They Expect

"Satisfied Customers Are Your Biggest Asset"

WHEN YOU CHOOSE THE WAITRESS

Merchandising is "selling service with product". The sales waitress is the contact point of your product in consumer selection. Time spent in selecting her will be returned many times to you in building volume business which is profitable.

SELECT WITH CARE — Choose the waitress with some thought as to her physical qualifications. The small or medium sized girl, if well proportioned, is usually peppy and alert. Quick on her feet—she is also able to slip in and out through narrow places and takes up the minimum space at the table side while waiting for orders. In busy periods, this is of real value, in keeping things moving and avoiding accidents.

SIZE SELECTION —There's real advantage in selecting waitresses of nearly the same size. First is the uniform. The restaurant or fountain usually either buys or gets these through the laundry supply. If only a size or two is needed for the whole waitress force, extra clean uniforms are always ready for those emergencies which come to every food serving business.

Customers like to be served by trim looking waitresses. The uniform which will best keep this appearance among your staff, is one which is cut to a smart fashion and yet made to give greatest working efficiency. At the same time it must be suitable for the type of waitress whom you employ, and tie in with your color scheme. How will the girl whom you are considering look in the uniform which you are using in your store? If she will make your uniform look ridiculous, the effective value of your uniform in your merchandising plan has been lost.

STYLE—Style of uniform can best be selected for a group of girls of nearly one size. Snappy, bright and unusual cut and color is fine for one type—but doesn't look well for another. Keep your uniform in mind when you pick out a waitress. Use the uniform as part of your merchandising plan.

POSTURE—Does the girl you are considering have good posture? Does she walk as if she really could get around, or is it an effort? Rush hours take a lot of energy. Does she have it?

Look her over closely. Is she neat? Has she the look of cleanness? Does her hair show care? How about teeth? Complexion? Hands?

Look at her feet. Run over shoes mean carelessness. They also mean foot discomfort and loss of efficiency in her service to you.

ALERTNESS—Has she a pleasing voice? Is her hearing good and can she "pay attention" when you are talking? Nothing disturbs customers more than to have to repeat orders and to have orders filled incorrectly. The waitress whose hearing is not acute, is most apt to miss what the customer says and asks.

If she cannot concentrate on what *you* are saying, as you interview her, be sure she will not get orders quickly, in the bustle and confusion of busy meal times.

Has she a friendly manner? No salesman is a success who doesn't like people. If your waitress is to be successful for you, she must have a pleasant, friendly manner. Talk to her long enough to find out. Guests want smiling service. Will she give it?

CAN SHE COOPERATE?—You can't judge this entirely, until she is actually working in your force. But, the girl who "knocks" former employer or fellow workers, when talking to you, isn't so apt to "fit in" with *your* organization. The "chip-on-the-shoulder" attitude, is trouble making for both customer contacts and fellow worker relationships.

Look for these points in the waitress applicant: Size, Neatness, Posture, Friendly Manner, Good Hearing, Alertness, and Attentiveness, and Good Health.

Service

It's so easy to tear down the wonderful job that the fellow in the kitchen or girl behind the counter has done preparing good food—if *service* doesn't measure up! After all, the customer judges the food by the condition it's in when he gets it. If it hasn't been brought to him right, he doesn't think how well made it is. It still won't look good to him.

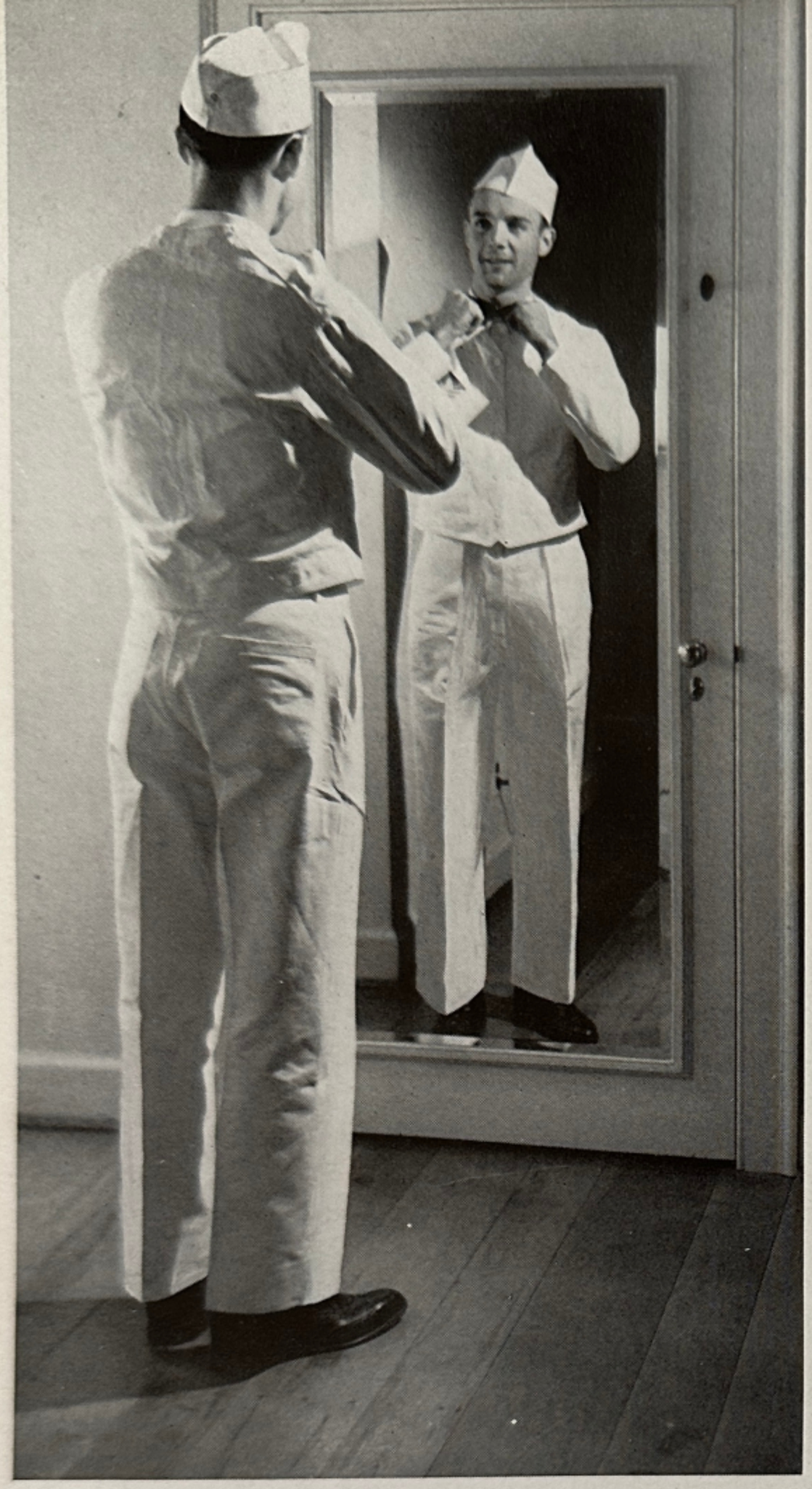
Good service adds an important part of food enjoyment. Stress correct service constantly with store personnel.

It pays the manager to hold employee meetings to discuss service. Better yet is demonstration and question and answer. Have one employee act as customer—another set up the place and serve him with complete order as usual for your store. The rest of the group watch, and when it is over, make suggestions—comment on mistakes—ask questions.

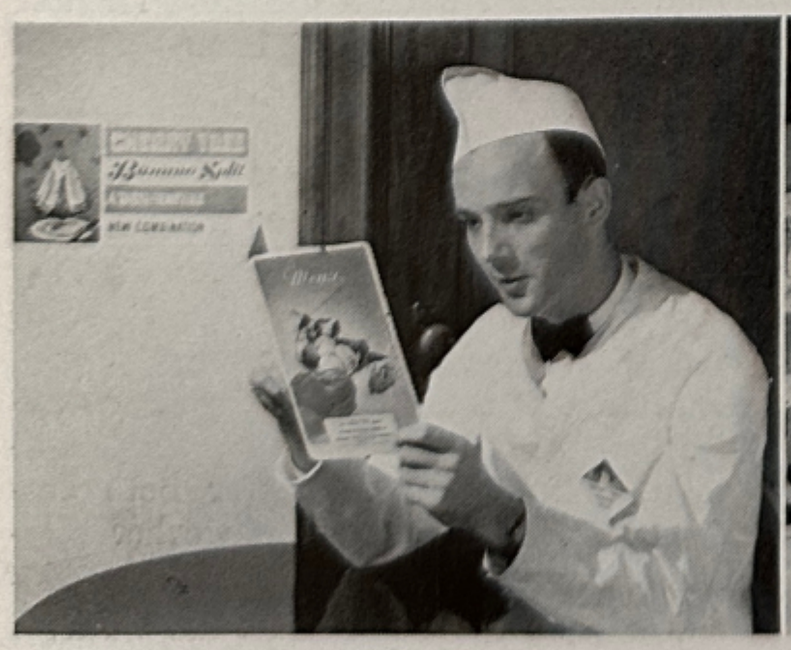
One manager gets excellent results by having each waitress once a week take a meal as guest. She gives her report as a customer. It keeps everyone on his toes to have the report of *her* service good!

Good food brings people to your store. Good service brings them back again and again. Repeat business is the best foundation for dependable profits.

Train for correct, efficient, smiling service.



1. Take a look at yourself. What you see in that mirror is the same thing all your customers will see. Make certain that uniform, hair, nails, shoes, etc. are as you would like them to be, if you were on the other side of the counter.



2. Studies the menu—knows exactly what's being offered, specials, prices, etc. Makes ready for suggestive selling.

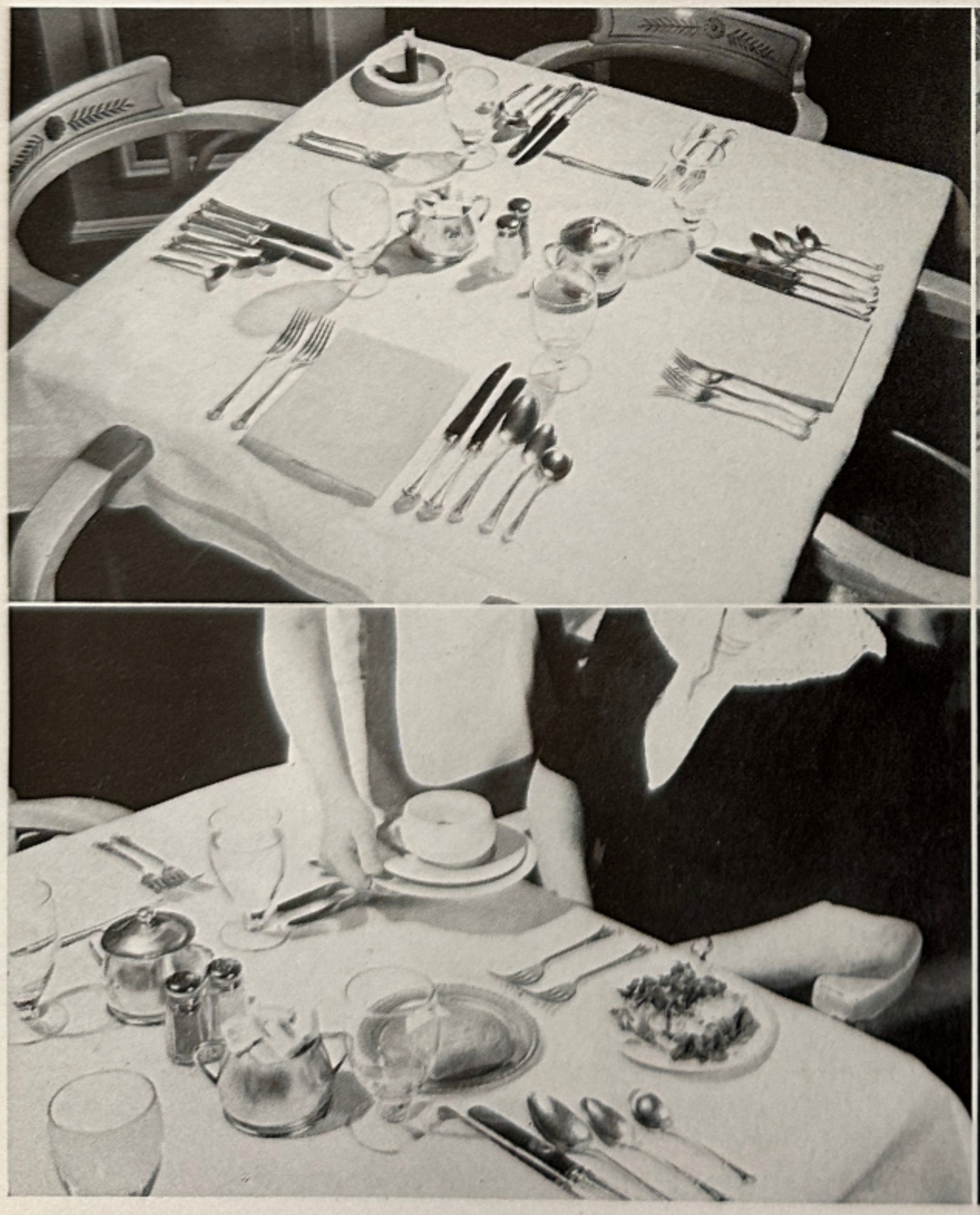
3. On the job—"rarin' to go"—alert, clean, attentive, courteous.

4. Place mat, glass of water, and the menu, given promptly to customer. Listens attentively to order, repeats to verify.

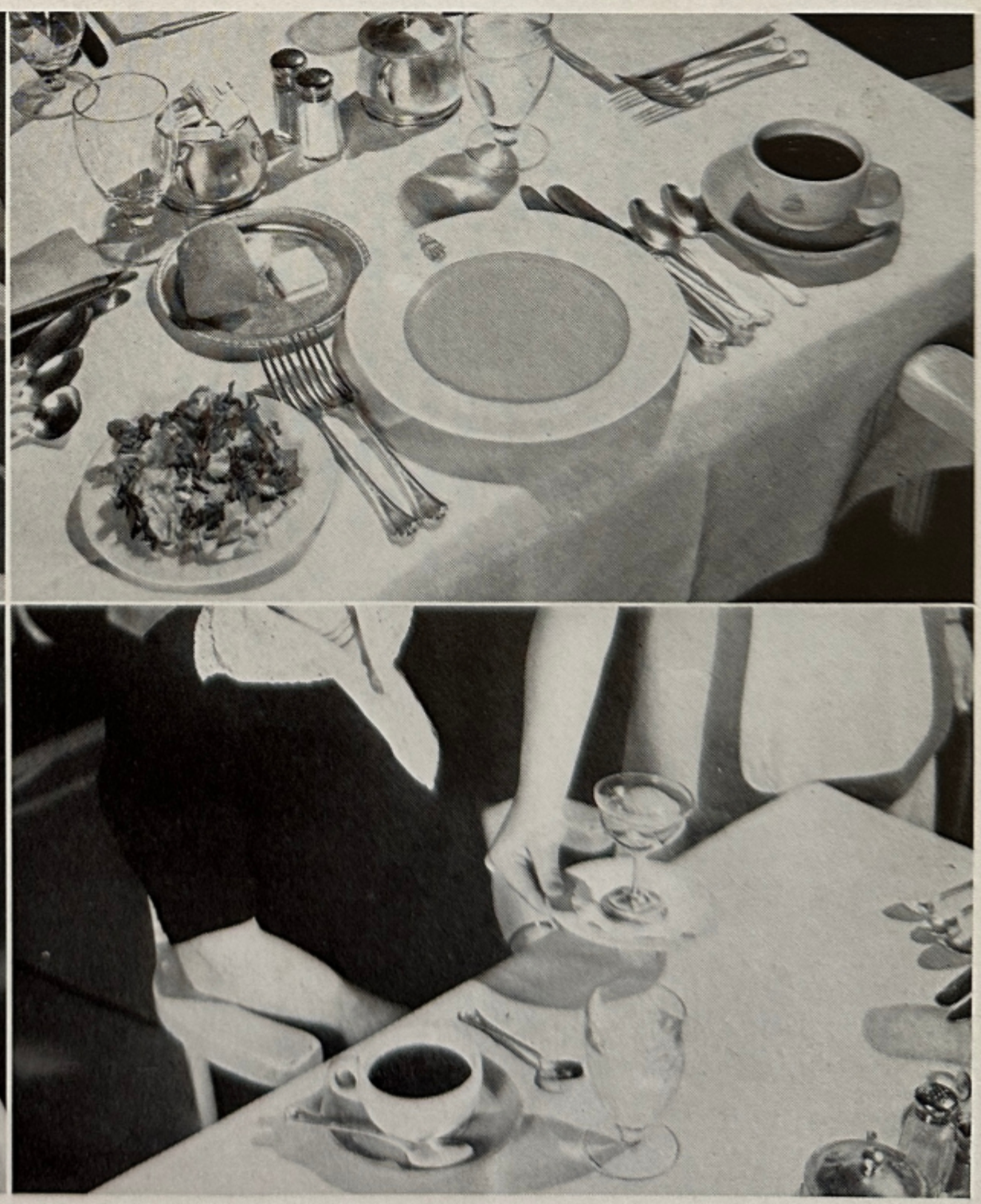
5. The service at customer's left — speedy, quiet, accurate, pleasant.

7. Presents the check and says "Thank you" with a smile— "Come again."

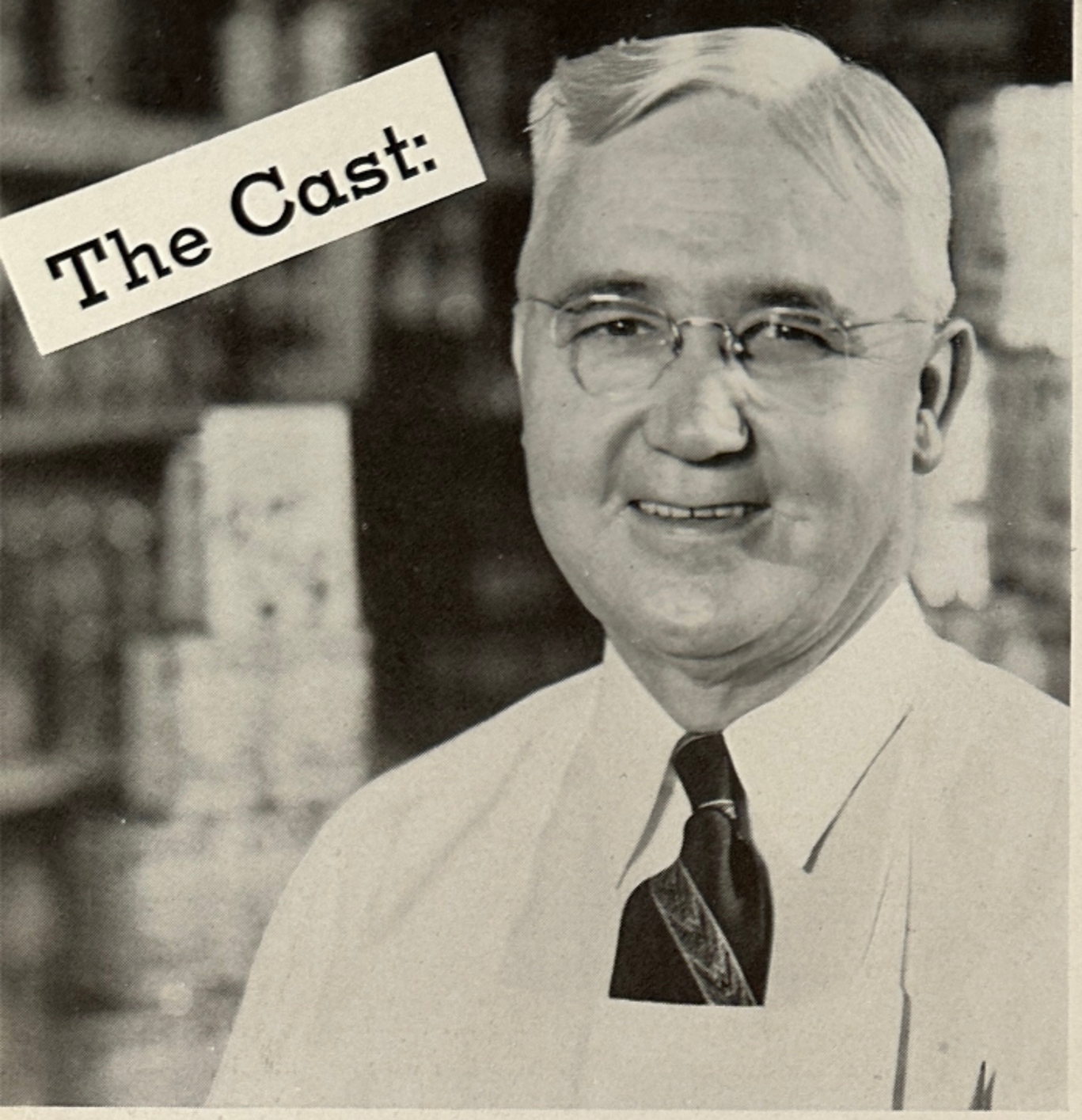
6. Refills water glass. Alert for opportunity to make suggestions, which might lead to further sales.



(*Top, left*) The set up. (*Top, right*) Salad, bread and butter, coffee—correctly placed.



(*Bottom, left*) Removing dishes from the right. (*Bottom, right*) The dessert—Ice Cream —served to the left.



CHESTER ANSON—as the progressive owner of the "Sunshine Grocery" and doing an outstanding Ice Cream sales job by merchandising his Ice Cream cabinet (page 49).

PROFITS thru PROMOTION and DISPLAY

A Short Success Story
in 3 parts
featuring

THE FROSTED STRAWBERRY SUNDAE

appearing in this edition of "Let's Sell Ice Cream" with the following cast in important roles:

Alert merchandising and promotion are not confined to any particular type of store. Every Ice Cream dealer—large and small—with fountain or cabinet equipment—has an opportunity to apply sound selling principles as outlined in this book to create more sales and greater profits. The following three pages show graphically how a cabinet dealer, a neighborhood Ice Cream shop and a downtown fountain-luncheonette can capitalize on ideas for Ice Cream merchandising. Remember, YOU are in this picture—let this be an inspiration for you to do a better job in 1942 and the years to come.

MABEL STEWART—co-owner of "The Sweet Shop", popular neighborhood Ice Cream and confectionery shop. Through aggressive ideas she enjoys a mighty comfortable and profitable income (page 50).

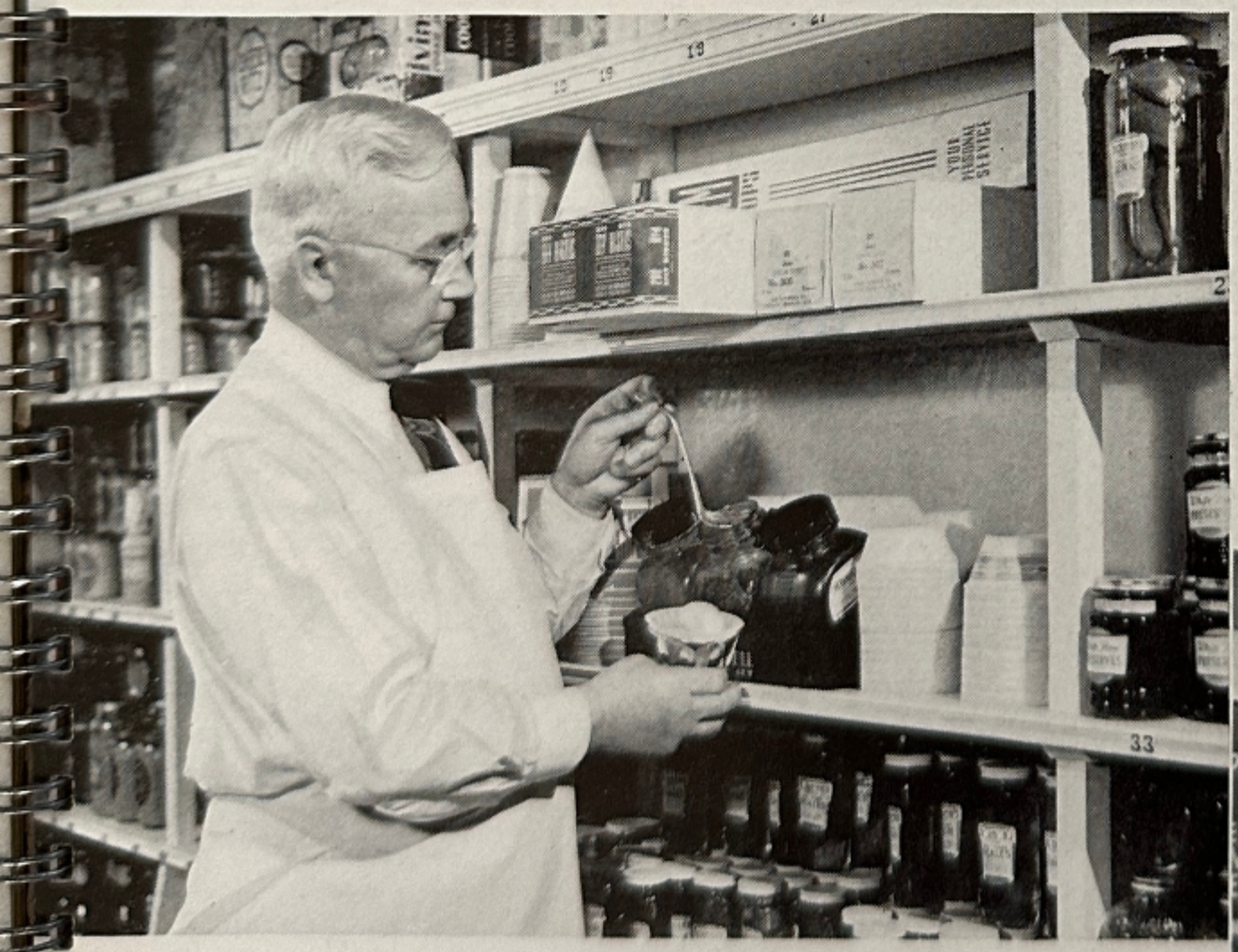
JOE KENDALL—manager of the 300-seat fountain and luncheonette department of the local outlet of a nationally-known store (page 51).

(All names and characters used in this section are fictitious and any similarity to anyone living or dead is purely coincidental.)

CHESTER ANSON

"I have taken my Ice Cream Cabinet from behind the counter and placed it in this key spot in my store. The result? My Ice Cream Cabinet is now showing me a handsome profit and creating **new business for other products on my shelves.**

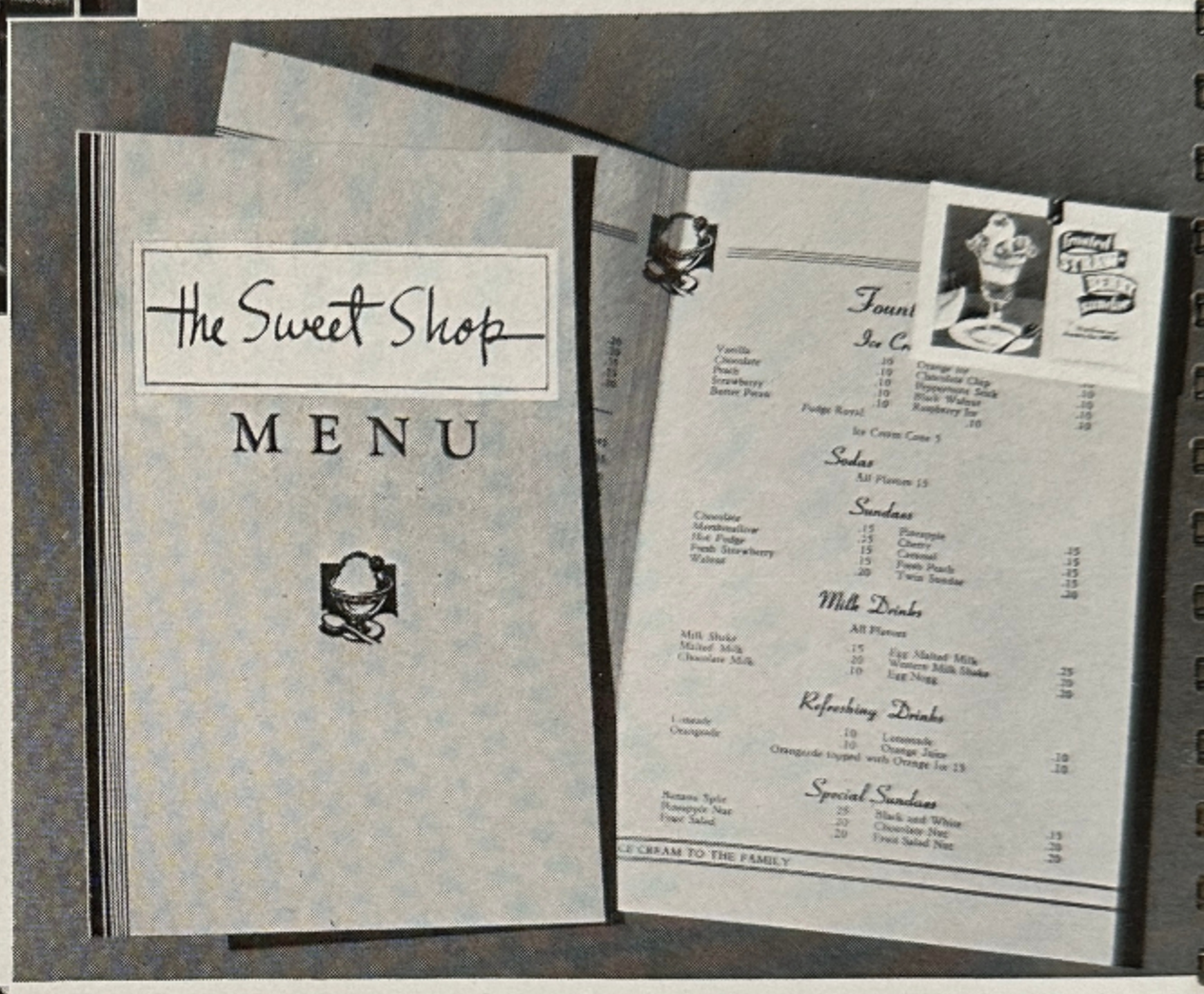
"Any dealer can do the same thing that I am doing. Aside from my package Ice Cream business, I am now selling sundaes and milk drinks. And this is done with little expense other than having a mixer and a small assortment of glasses, dishes, or paper service ware, spoons, straws, napkins, jiffy bags, etc.



"Of course, I don't carry a complete assortment of syrups and toppings. Always on hand are jars of chocolate and strawberry syrups, marshmallow and nuts. From time to time I go to my regular stock of canned goods for mixed fruits, berries, preserves, etc.

"In making the Frosted Strawberry Sundae, I use a jar of strawberry preserves from my stock. First, I place a No. 12 dipper of vanilla or strawberry ice cream in a paper dish and garnish with a generous helping of strawberry preserves, and then sprinkle lightly with powdered sugar."

MABEL STEWART



"I long ago realized that Ice Cream served in an appetizing manner, in an attractive and comfortable atmosphere would attract people. I have not been wrong. My shop is in a residential neighborhood, quite a distance from downtown . . . yet I have many customers who come clear across the city to enjoy one of my Ice Cream sodas or sundaes. My success is no secret. I sell the same brand of Ice Cream that many other stores sell, but I do endeavor to **follow merchandising tips** and **I.C.M.I. tested formulas.**

"With the 'Frosted Strawberry Sundae' as an example you can see here the typical manner in which I merchandise my fountain. Most of these display pieces are furnished by my ice cream manufacturer, and it takes only a little time and even less expense to create extra profits through this effective method. Don't be afraid to promote 'different' sundaes, sodas, etc. People appreciate and respond to a tempting new combination of flavors and toppings, and at the same time you are building up a **reputation** for your store."

"For instance, I have gone to a little more trouble and expense to provide my customers with a better menu. It is attractively printed and clean. A tempting description of the ingredients used in making each soda, sundae or drink, attracts attention to the specials, stimulates appetite, and makes more sales.

"Important to me (because I intend to remain in business for many years to come) is the juvenile trade. Every employee in my shop is instructed to show every courtesy to children. A little cookie, a gumdrop, a doily, a napkin given to a child means happy parents and a customer for the future. A sundae is an **event to the child**—make it appear a banquet to him!

JOE KENDALL

"Ours is a pretty big business, and I have managed fountains in several cities throughout the country . . . and believe me I know the value of consistent fountain merchandising. IDEAS sell a lot of Ice Cream for us—Any break-down of statistics will show you how profitable the soda fountain is to any store.

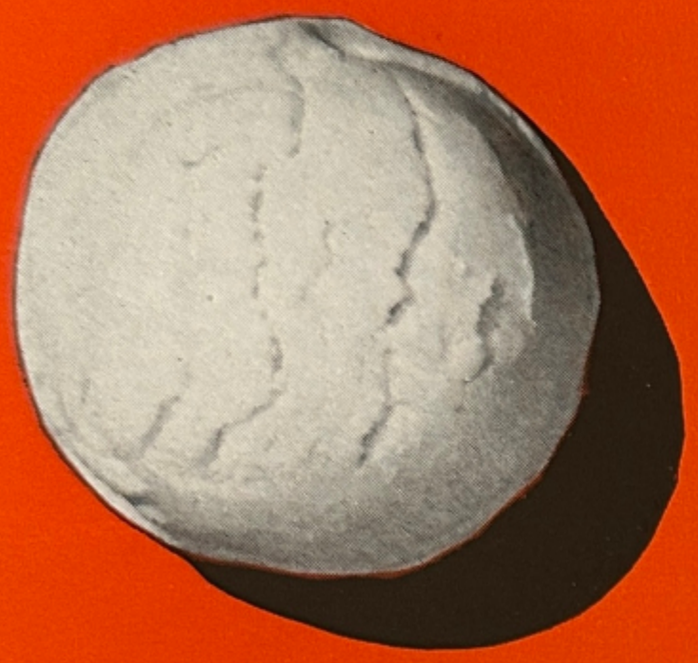
"We don't do things half-way. If we promote a special Ice Cream soda or sundae such as the "Frosted Strawberry", it is done thoroughly—from windows to fountain—from employees to menus. While our promotions are done on a large scale—the same method can and should be successfully adapted to the small Ice Cream dealer.

"It is important to us—and even more important to our customers—that every item be made and served according to the same exact formula. Before a new sundae or soda is to be promoted each worker receives written instruction in the proper manner to prepare each dish. This assures uniformity and eliminates loss of profit through waste. Each employee is asked to eat one—'Seeing is believing, but tasting is convincing!

"We attempt to 'glorify' every thing we serve over our fountain. To this end, we have written regulations concerning the proper dipping, topping and serving Ice Cream sundaes and drinks. Each Ice Cream soda and sundae has the appearance of 'more-than-my-money's-worth' to the customer. Whether it be a 5c cone or a 25c banana split each is made according to definite rules, and served in a smiling, appreciative manner."

"Sizing" Up Your Dipper For Money's Worth Portions

No. **30.** *Too small* for a *dish* of Ice Cream. Use for cone service—3 on moderately-priced banana split—4 for Ice Cream bowl—3 for parfaits.

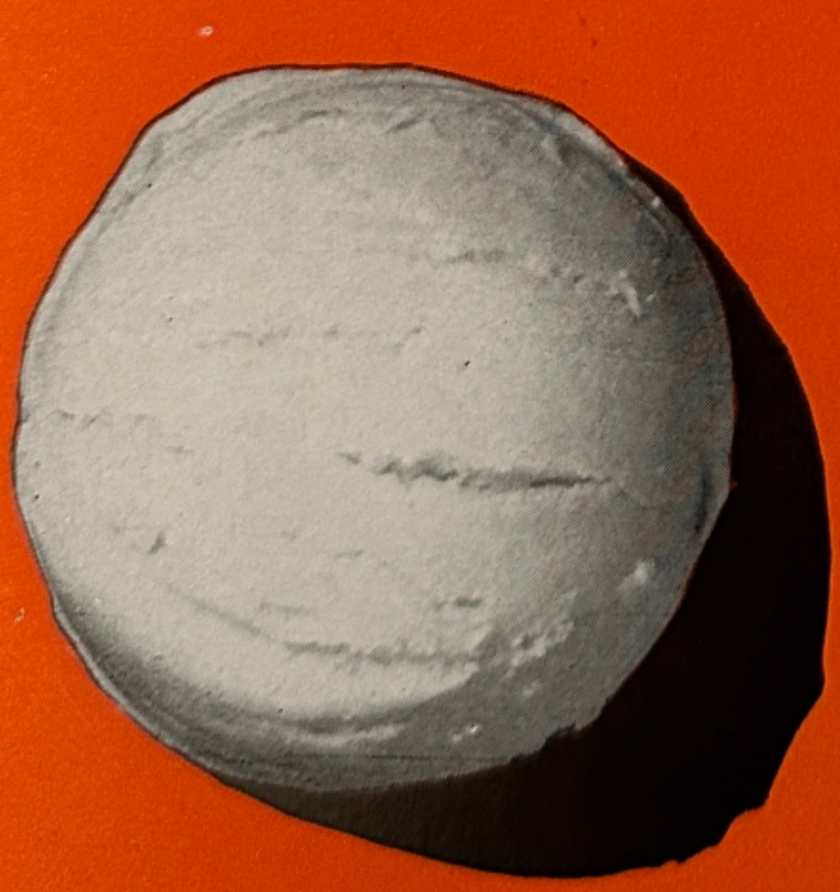


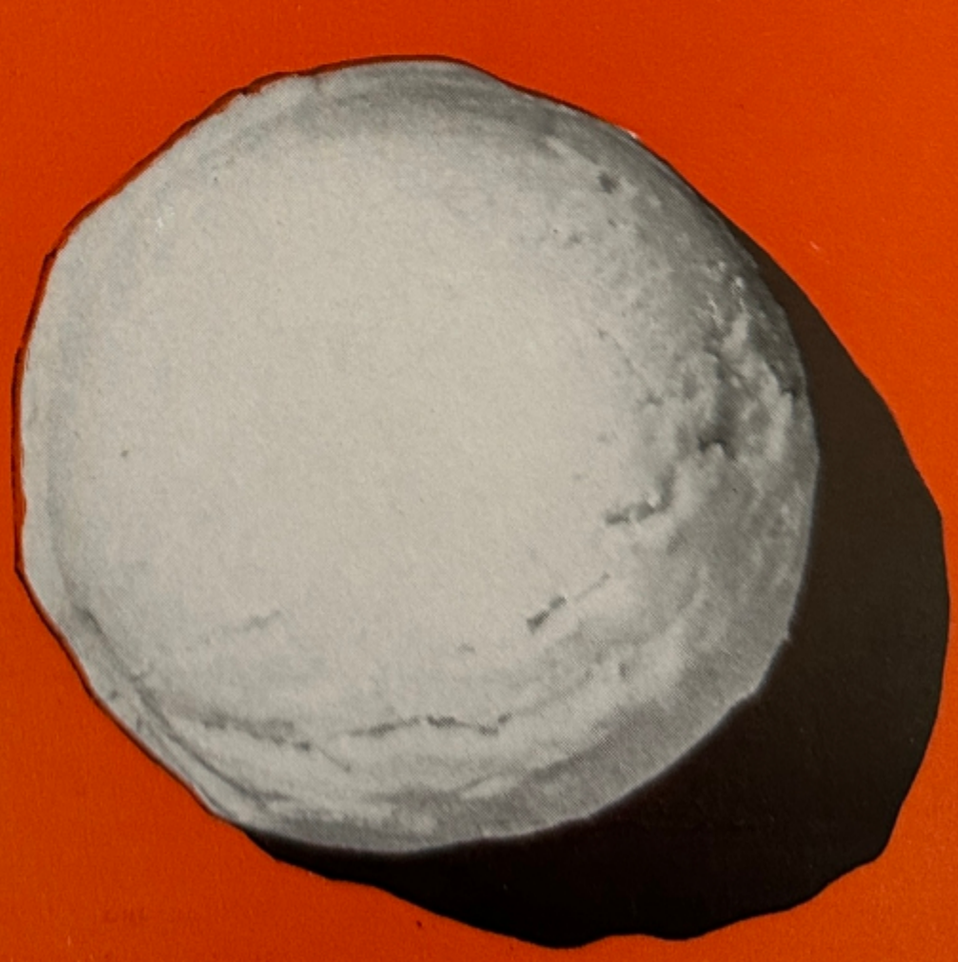
No. **20.** *Too small* for a *dish* of Ice Cream. Use 1 for pie, cake, pudding with Ice Cream — 2 for light milk shake—2 for sundaes—2 for Ice Cream soda or splits.

No. **24.** *Too small* for a *dish* of Ice Cream. Use cone service — 2 for Ice Cream soda—3 for banana split.

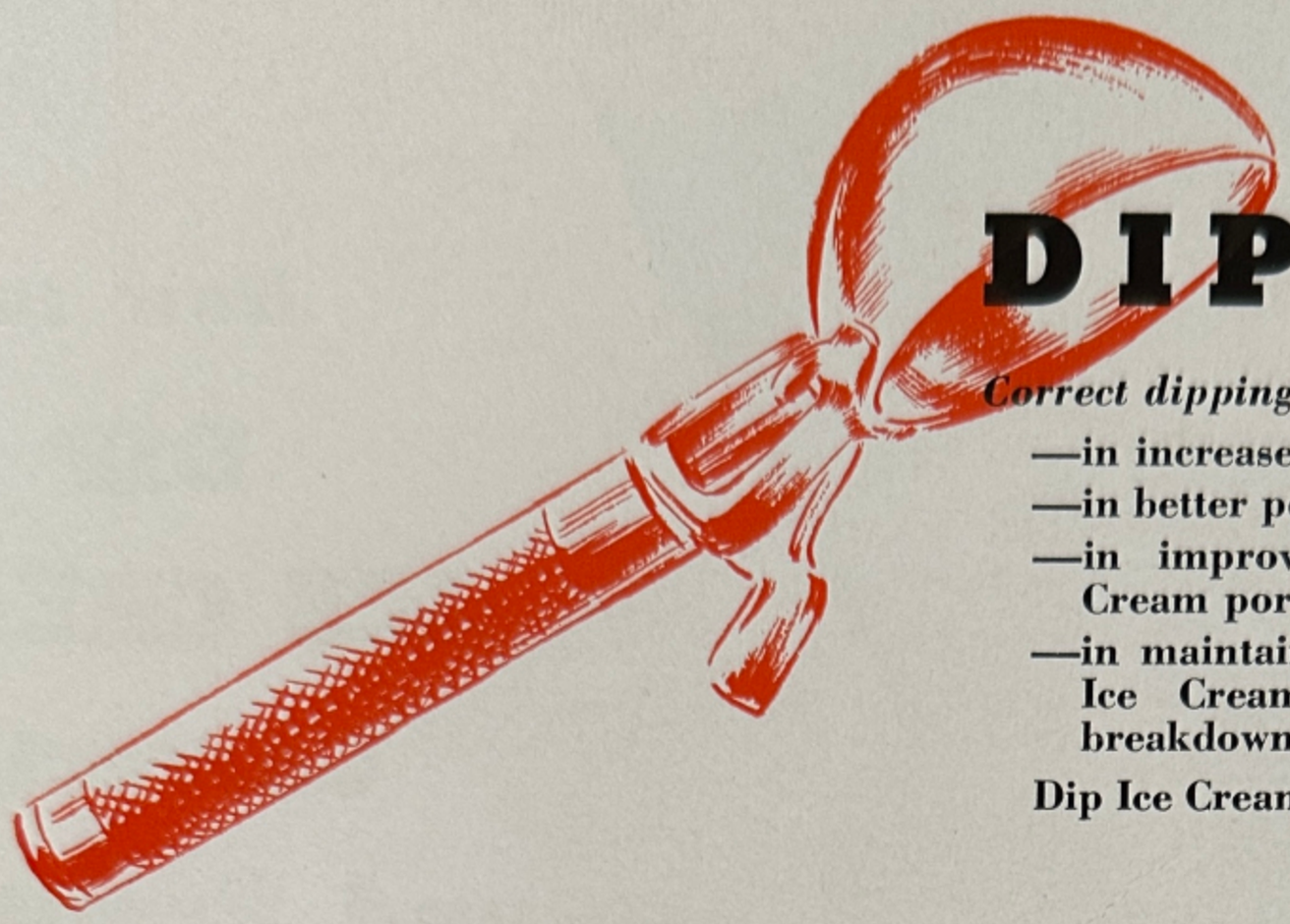
No. **16.** Good for Invitation Sundae, or on table d'hote meal for portion of Ice Cream—2 for milk shake—2 for splits, or sometimes used in sodas.

No. **12.** Money's worth portion for a dish of Ice Cream. 1 for sundae in round or stemmed dish. Sometimes used in sodas.





Loaning the homemaker a dipper for home service increases carry out sales.



DIPPING

Correct dipping pays

—in increased efficiency of personnel

—in better per-can yield of Ice Cream

—in improved appearance of Ice Cream portions

—in maintaining the fine texture of Ice Cream and preventing the breakdown of expansion.

Dip Ice Cream Right!

Dipping

Dip Ice Cream correctly for best results in service profits.

Correct dipping is easy to learn—simple to practice. Start *today* training personnel in correct dipping. Follow the charted directions on the opposite page. Important to remember:

1. How to dip. *Cut*, not dig. Start the dipper not deeper than half an inch into the Ice Cream, drawing dipper around Ice Cream in ribbon fashion until filled. This keeps Ice Cream at its best texture, helps you get the most uniform portions from every can.

   To cut, you need sharp edges. Check dippers to be sure they are in good working condition. The workman needs good tools!

2. Ice Cream Temperature. Ice Cream should be firm enough to *cut* readily—not so hard that much pressure is required to fill dipper—not so soft as to cause shrinkage in dipping.

3. Keep Cans Stationary. Using the correct circular dipping motion, it is practically impossible to lower Ice Cream surface evenly, unless can is stationary.

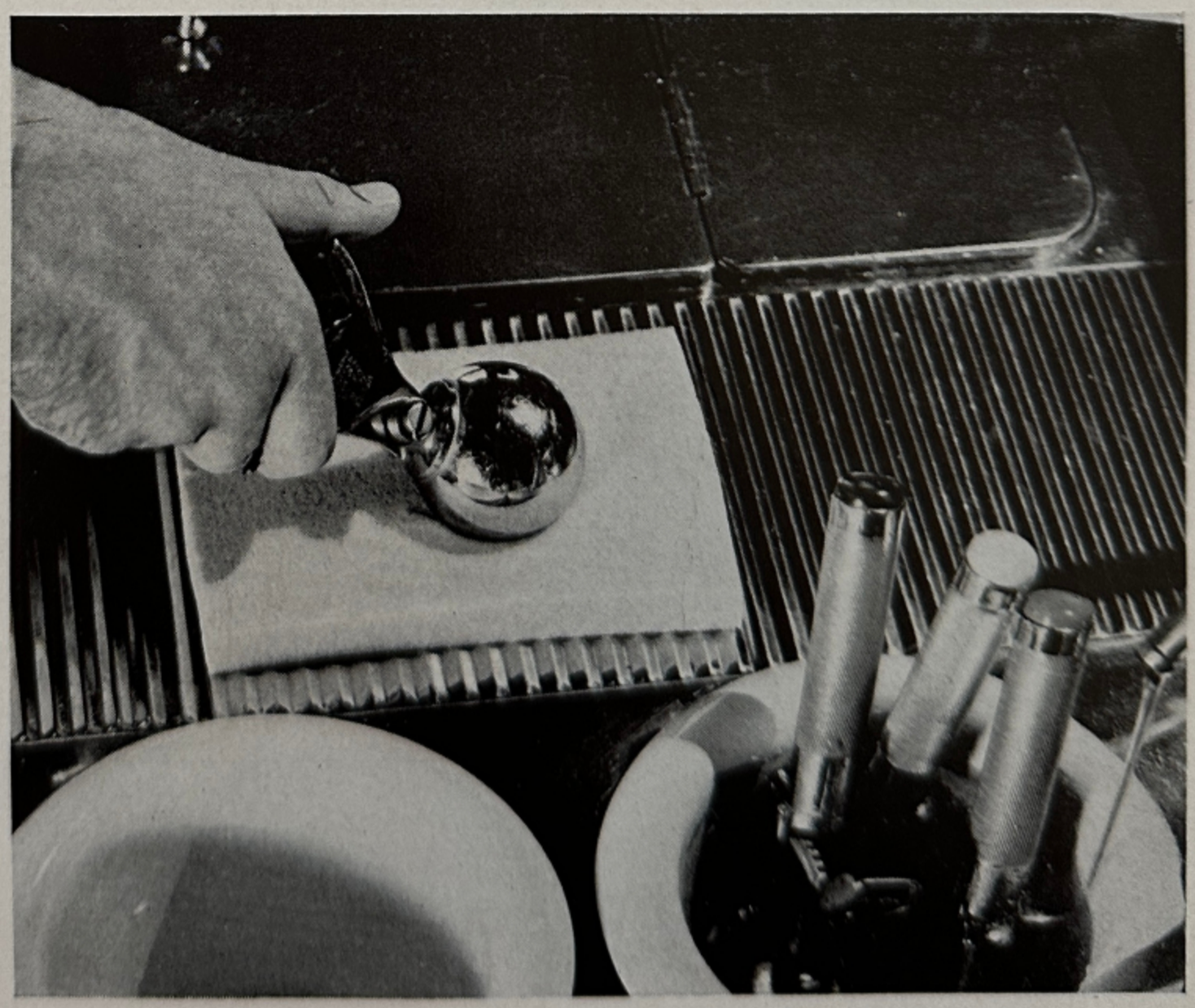
Ice Crystals, on an Ice Cream service, result from careless dipping, definitely detract from taste appeal—should never be present in correct Ice Cream service.

Removing water from the Ice Cream dipper before each and every use eliminates the possibility of ice crystal formation and of contamination from dirty dipper wells.

The dipper pad is the modern solution to removing water from the dipper. Tap Ice Cream dipper each and every time it is taken from the dipper well.

This sanitary cellulose dipper pad is compact, durable, absorbs up to twenty times its weight in water. Cut in fashion shown, the dipper pad takes up only a small amount of space on the cabinet. 4½″ x 6½″ — ¾″ thick—it has the great advantage of easy cleaning—can be boiled or otherwise sterilized.

In use, the dipper pad should be thoroughly rinsed with hot water at least once an hour and sterilized once a day, as part of regular clean-up routine.

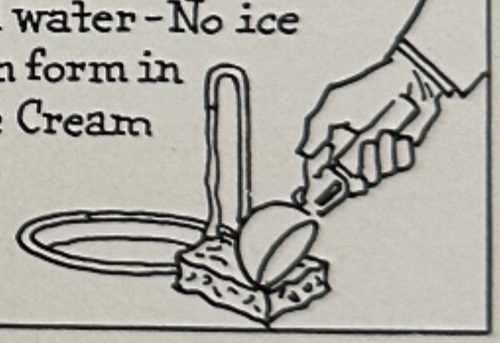


How to

DIP ICE CREAM Correctly and Profitably

Dispenser moves sharp-edged dipper in circle...cuts ribbon of Ice Cream off surface...lightly rolls it into smooth round ball ...Profits dished out, not squeezed out!
√Start the dipper not deeper than half an inch into the ice cream.
√Dispenser continues to cut Ice Cream from nearly level surface right to bottom of can-Obtains greatest number of dips. Profit has been dipped out, not pushed out of can
√Dispenser continues to cut Ice Cream as above - Uses moderate pressure... Cuts out nice round dips - Ice Cream is not compressed - Texture remains consistent. [No frost in Ice Cream]

√ Sanitary Dipper-Well... Tap scoop on Cellulose sponge or folded towel to remove all water - No ice can form in Ice Cream



YES - there is profit in Ice Cream! ... When properly handled, and ethusiastically featured!

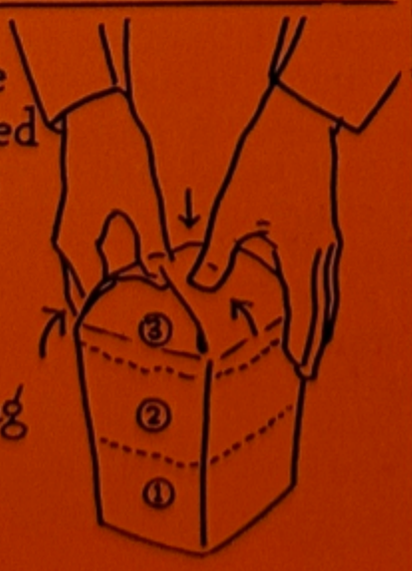
The Ice Cream dippers and spades are used more frequently perhaps than any other pieces of equipment. A good Ice Cream dipper and spade hold the edge, seldom require sharpening, and reduce physical strain on the user. It's good business sense to pay a little more for good dipping equipment.

Take another spade of Ice Cream and place on top of first. DON'T PACK! Force out any vacant pockets with sharp end of spade...

Round the top of container with third and last spade. DON'T PACK with spade!

Put cover on carton, pushing Ice Cream down to the top of carton level. (The packing has been done once - not several times as is generally done!)

If square carton is used follow same procedure. Do the packing when closing the cover!



FRUITS, SYRUPS, TOPPINGS at the SODA FOUNTAIN

POPULARITY OF SYRUP AND TOPPING FLAVORS

Average Percentages of Customer Choice

According to nationwide experience, the proportion of various flavors and toppings chosen by customers is on the average in accordance with the table which follows.

In certain sections, these percentages may vary somewhat, due to the successful merchandising of a particular flavor; as, for example, coffee flavor in New England and some other parts of the east, etc.

In general, however, tendencies follow these percentages fairly closely. Remember them when purchasing supplies for your Ice Cream Department.

CHOCOLATE *(including chocolate syrups, toppings, fudges.)*	60%
PINEAPPLE *(including syrup and toppings in different forms such as crushed, cubes, combined with other flavors.)*	6%
STRAWBERRY *(including syrup and sundae topping for drinks and sundaes.)*	6%
CHERRIES *(in different forms and flavors for decorating and flavoring.)*	4%
ROOT BEER *(syrup for use in sodas, for making milk shakes., and as a carbonated drink.)*	5%
ORANGE *(syrup for flavoring sodas and other drinks.)*	4%
NUT TOPPINGS *(for sundaes and other desserts)*	4%
RASPBERRY *(including syrup and sundae toppings for drinks and sundaes.)*	3%
LEMON *(syrup for flavoring sodas and other drinks.)*	2%
CHERRY *(syrup for flavoring sodas and other drinks)*	2%
VANILLA *(syrup for flavoring sodas and other drinks.)*	1%
BUTTERSCOTCH *(sundae topping)*	1%
MISCELLANEOUS	2%
	100%

It is practically impossible to build a reputation for excellent soda fountain service and maintain consistently high quality finished sundaes, Ice Cream sodas or milk drinks, unless syrups, fruits, and toppings are of high standard, uniform quality.

Adequate provision for the proper type of syrups and toppings and their correct use and care will assure every Ice Cream department a firm foundation for progressive Ice Cream merchandising.

Preserved Syrups and toppings, as purchased from the manufacturer, are of two classes:

1. Ready-to-use
2. Concentrated

Ready-to-Use

Ready-to-use items are usually the syrups for use in fountain drinks, Ice Cream sodas, etc. Any dilution of these syrups with simple syrup or water should be avoided, as it will make the drink in which they are used lacking in flavor.

Advantages of ready-to-use syrups, particularly for the small store, are:

1. Uniformity in density, color, acidity, and flavor.
2. Unnecessary to have equipment for making simple syrup, or for mixing syrups with simple syrup (if simple syrup is purchased).

Concentrated Syrups and Toppings

Manufacturers pack concentrated syrups and toppings either for a 2 to 1 or 3 to 1 dilution. This means that it is necessary to add either, 2 or 3 parts simple syrup to 1 part concentrated syrup or topping to make a ready-to-use syrup or topping. Follow directions on jar.

Crushed Fruits

Concentrated crushed fruits for sundae toppings, are usually packed for a 2 to 1 dilution. Prepare as follows for fountain use.

- 1 quart crushed fruit
- 2 quarts simple syrup
- 4 ounces concentrated syrup (same flavor as crushed fruit)
- 1 ounce citric acid, or fruit acid solution

This gives a full bodied, fruity topping with flavor sharpened by the addition of the fruit acid and produces a fine quality and zestily tasteful sundae.

If it is desirable to use crushed fruit for fruited milkdrinks, Ice Cream sodas, etc., and space is limited, the following is suggested:

- 1 quart crushed fruit
- 3 quarts simple syrup
- 8 ounces centrated syrup (same flavor as crushed fruit)
- 1½ ounces citric acid or fruit acid solution

This formula, of course, makes a thinner mixture, which must be well stirred before each use so that an even distribution of fruit is assured for the individual service.

Special Toppings

Hot fudges, butterscotch, cold fudge, chocolate, marshmallow, nuts in syrups and other special toppings, carry directions on the can or jar for proper dilution.

Read these directions and follow them *exactly* for best results.

Syrup Room

To maintain high quality syrup, preparation for fountain use should, where at all possible, be made in a separate room. A space at least should be set aside for this work and utensils assembled which are used for *this work only*.

The danger of using measuring cups, crocks, or jars for other purposes, as well, is that flavors from such use may easily be carried into the syrup, causing foreign flavor. In many instances, too, fermentation and spoilage may result through such use.

CAUTION: All utensils used to prepare syrups and toppings, such as measures, spoons, crooks, etc., should be washed and sterilized after each use.

Utensils for Syrup Room

Simplified list:

Stove or Electric Plate
A 3 or 5 gallon copper kettle
Simple Syrup Tank or Jar
2 Wooden Paddles for stirring
Large Wooden Spoons
Large Metal Spoons
2 Spatulas
Large Knives
3 1-Gallon Milk Crocks
6 1-Gallon Glass Jugs
32 ounce Graduate
4 ounce Graduate
Bolt of Cheese Cloth
Cutting Board
Strainers
Can Opener
Food Chopper or Meat Grinder
Scale
Dry Storage Bin for Sugar

PREPARATIONS OF FRUITS FOR SUNDAE TOPPINGS

1. FRESH FROZEN FRUITS

Remove frozen fruits from package and place in a sufficiently large container to hold the quantity to be used. In each case where additional sweetness, either simple syrup or sugar, is necessary, it should be added before fruit has thawed. After thawing at room temperature, fruits should be kept in a closed glass jar in the coldest section of the cooling compartment.

Put in the service fruit jars only sufficient fresh fruit for 1 day's use. Fresh fruit or fresh frozen fruits require refrigeration to avoid spoilage.

CAUTION—Be sure that service jars are thoroughly washed, sterilized and dried before being refilled.

Peaches—Thaw and use, adding small amount of lemon juice or fruit acid to prevent discoloration.

Blackberries, Raspberries (black or red)—Add 5 ounces simple syrup or 1 cup granulated sugar to 1 quart berries. Crush about half to bring out flavor.

Blueberries—Add 5 ounces simple syrup or 1 cup granulated sugar to 1 quart berries. Crush slightly if desired to bring out juice and flavor.

Strawberries—Add 5 ounces granulated sugar to each pound of strawberries and crush to bring out juice.

Pineapple—Add 3 ounces granulated sugar to 1 pound of crushed pineapple.

2. GARDEN FRESH FRUITS

Throughout the fruit season, the use of fresh fruit stimulates sundae and Ice Cream soda selling as well as Ice Cream mixed drinks, freezes, etc.

If, however, the fruit is not properly prepared and cared for, it quickly develops off flavor and drives away customers.

It is best to prepare only enough fresh fruit for a day's serving. Keep this fruit as cool as possible.

Following is the method for preparing garden fresh fruits for sundae use.

Peaches—Wash thoroughly, peel and slice ripe peaches, removing any discolored spots. Depending on their sweetness, add granulated sugar, sufficient to sweeten and draw out the juice. Let stand for an hour or so before using. Add a little lemon juice or fruit acid along with the sugar, to prevent discoloration of peaches. Keep covered when not in use and stir to keep fruit slices thoroughly covered with sugar and juice.

Blackberries, Raspberries (black or red)—Wash well and pick over berries, discarding soft or mouldy berries. Add granulated sugar; approximately 1 cup to 4 cups berries. Mix thoroughly and crush some of the berries slightly to hasten drawing out of juice. Let stand in a cool place an hour or until sugar is entirely dissolved and juice developed. Stir well before each use.

Note: Blackberries usually need somewhat more sugar than raspberries due to their tart flavor.

Blackberries, Raspberries (black over carefully, discard the unripe red or green berries—discard also very soft fruit. Add granulated sugar, about ¾ cup to 4 cups fruit, and juice of 1 medium lemon. Stir to mix thoroughly and crush berries slightly. Let stand in a cool place until sugar is dissolved and juice developed. *Stir* well before each use. Or cover blueberries with hot simple syrup and small amount of lemon juice and chill.

Strawberries—Wash well and remove hulls, unripe and over ripe berries. Add granulated sugar (about 1 cup to 4 cups strawberries). Mix thoroughly, and proceed as for other berries.

Pineapple—Peel and core pineapple, cut in small pieces, discarding woody center core. Add 1 cup granulated sugar to 3 cups pineapple, mix thoroughly and let stand until juice has developed. *Note:* Fresh pineapple has a slight curdling effect on Ice Cream so many fountains heat fresh pineapple and sugar just to boiling point and cool quickly to overcome the curdling effect.

Fresh Fruit Salad—This can be made of any combination of fruits. It should contain acid and non-acid fruits. Such a mixture might be:

Fresh apple—peeled and diced
Fresh peaches—peeled and diced
Fresh bananas—peeled and diced
Fresh oranges—peeled and diced
Fresh seedless white grapes—washed and stemmed
Freshed sweet red cherries—washed, pitted and sliced
Small amount lemon juice or fruit acid.

If fresh pineapple is used it is well to heat with sugar before adding.

Mix well in a porcelain or glass dish or in a crock and add sufficient granulated sugar to sweeten. The exact amount depends on the fruit mixture. Let stand in a cool place to blend flavors and draw juices.

CAUTION—In preparing fresh fruit salad, mix bananas and peaches with orange or lemon juice as soon as prepared to prevent discoloring of fruit.

Bananas—Peel bananas — remove string membrane and cut fruit into slices or dice, depending on use. Cover immediately with lemon juice to prevent discoloration. Add granulated sugar to sweeten.

Usually bananas are not used alone as a sundae topping but are very popular combined with oranges, pineapple or other acid fruit.

Cherries—Wash well and pit, discarding over ripe fruit. Cherries may be crushed by putting thru a food chopper, or may be sliced. The large dark sweet cherries are usually left either in halves or in large slices. Prepare fruit by adding granulated sugar about 1 cup to 3 cups sour red cherries; 1 cup to 4 cups sweet white or dark red cherries.

FOR ICE CREAM SODAS

Any of the above fruits may be used for Ice Cream sodas. Prepare as directed then dice or crush fruit thoroughly before adding sugar.

MAKING SIMPLE SYRUP

14 pounds of Granulated Sugar
1 gallon Boiling Water (Wine gallon, 128 ounces)

Bring the water to the boiling point. Turn off heat, add sugar and stir until dissolved.

For the Canadian or Imperial Measure:

17½ pounds Granulated Sugar
1 Imperial gallon water. Proceed as above.

Syrup made as above will not ferment or turn sour. This method produces a little over two gallons of the best syrup. As sugar brings out the flavor in most fountain beverages, it is poor economy to be sparing in its use. Light syrups, like poor carbonation, injure the finished beverage.

Caution: Do not boil sugar and water together, as this merely reduces the volume without improving the quality of your finished Simple Syrup.

1. Into a cold mixing cup pour cold pasteurized milk. Measure—don't guess.

2. Dip generous portion Ice Cream into mixing cup. Add malted milk powder here if desired. If an egg drink—add egg here.

3. Into mixing cup dispense cold syrup. (The amount varies in some drinks.)

4. Place on mixer and give cup a few turns. Leave on long enough to blend mixture smoothly.

5. Dot glass inside with whipped cream, garnish with whipped cream on top, or sprinkle with chocolate shot.

6. Pour mixed drink into glass in sight of customer and serve with wafers or saltines. For counter service—mixing cup is served.

Making an ICE CREAM MILK DRINK

The Soda Fountain's highest average sale per customer is from milk drinks—about one customer in every seven orders a milk drink.

Popular—with favorable ratio of revenue to cost—milk drinks well made with Ice Cream aplenty will be money makers for you, with health-giving satisfaction to your customers.

Vitamins, minerals, proteins, energy food in every Ice Cream milk mixed drink!

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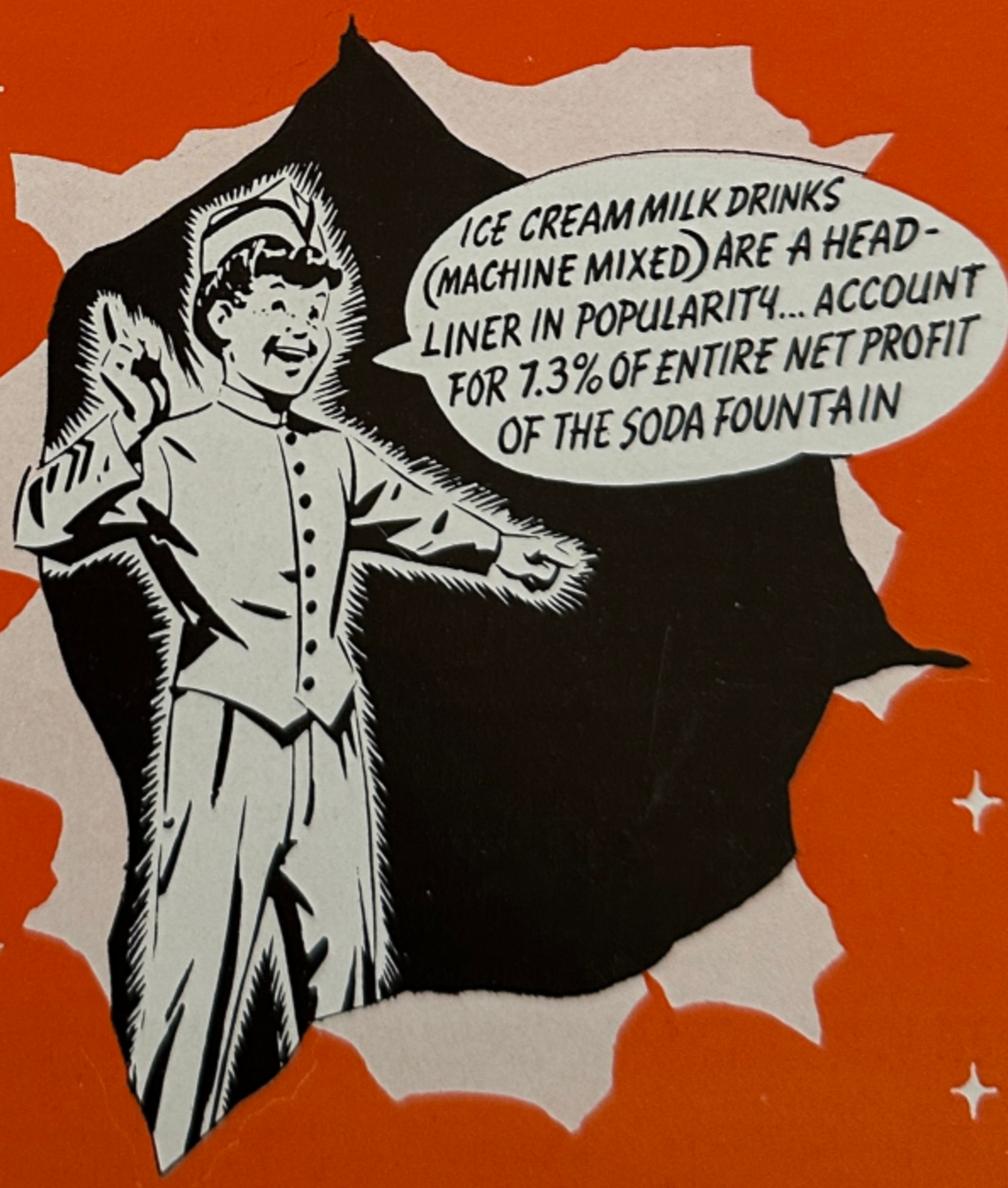
MIXED DRINKS


ICE CREAM MILK DRINKS (MACHINE MIXED) ARE A HEAD-LINER IN POPULARITY... ACCOUNT FOR 7.3% OF ENTIRE NET PROFIT OF THE SODA FOUNTAIN

Building Taste Appeal into Mixed Ice Cream and Milk Drinks

People like mixed Ice Cream drinks. They like the velvety smoothness and refreshment of a well-mixed, fully aerated combination of flavor, milk and Ice Cream. The wide public acceptance and outstanding consumption of malteds and milk shakes is proved through their continued movement over the soda fountains. A greater gallonage of Ice Cream is sold in mixed drinks than through any other type of Ice Cream service, not excluding carry-outs, sodas or sundaes, etc.

Greater merchandising opportunities await the operator who will serve a better mixed drink. There are certain fundamentals involved in the making of a drink of highest quality—and these fundamentals are easily followed in everyday practice.

Accurate Formula—Carefully Followed

A good drink is not just a concoction of the various ingredients . . . carelessly put together and stirred or mixed in a haphazard fashion. To begin with, a good formula must be followed, and quality ingredients accurately measured for correct proportions.

Maximum Aeration

One of the secrets of a good business-building mixed drink of highest quality —from the standpoint of smoothness and taste—is *maximum aeration.* A drink cannot reach its peak of perfection in taste unless it is aerated to its maximum. Then comes the question "How is maximum aeration obtained and what are the factors that influence it?"

You can easily control the volume of mixed drinks you serve through the temperature of the milk, combined with the correct type of agitation and sufficient mixing time.

Aeration of Milk

Approximately 90% of the mixed Ice Cream drink is the milk and Ice Cream; the other 10% is flavoring and malted milk powder. Ice Cream, already aerated, cannot be further aerated through the mixing process. Therefore, the aeration takes place entirely in the milk.

Thus the type and character of the milk, together with the temperature of the milk, are important governing factors in the control of the taste appeal of any mixed milk and Ice Cream drink.

Type of Agitation

But most important of all is the type of agitation. To get the best results, the action of the agitator must break the Ice Cream into fine particles without reducing the original overrun. But if this action is too violent, it will reduce the Ice Cream to a liquid state and break down the air cells, thereby reducing the volume and flattening the taste.

The Time Factor

Sufficient time must be allowed to fold in the maximum amount of air the mixture will hold, to distribute thoroughly the fine particles of Ice Cream through the drink, and to blend all the ingredients into a smooth drink of maximum taste appeal. In a mad effort to speed up service, this important time factor is often overlooked with the result that quality is sacrificed for speed and mixed drink business is lost.

The Colder the Milk the Greater the Aeration

The temperature of the milk used in a drink is the most potent factor in determining the extent to which it can be aerated. To produce the best results the milk should be as cold as possible—near the 32° mark. It is at this temperature that milk will hold the greatest amount of air—show the largest percentage of expansion and the highest degree of smoothness of texture. (See Chart No. 1.)

See and Taste the Difference

Take six glasses and arrange them in three pairs. Fill glass A with 8 ounces of milk chilled to as near 32° as possible. Fill glass B with milk from your storage cabinet on the fountain (this will average around 45°). Fill glass C with milk at room temperature (about 70°).

Put each in a separate container and run on the mixer for about one minute. Then put the original quantity into each original glass and the expansion into the second glass of that pair. You will note the colder milk will give almost another glassful; the milk at your normal fountain storage temperature will give you approximately an extra half glass; while the milk at room temperature will show little if any expansion.

This is an actual demonstration of the effect of temperature of milk on the volume of the drink and definitely proves that the colder the milk the greater the aeration.

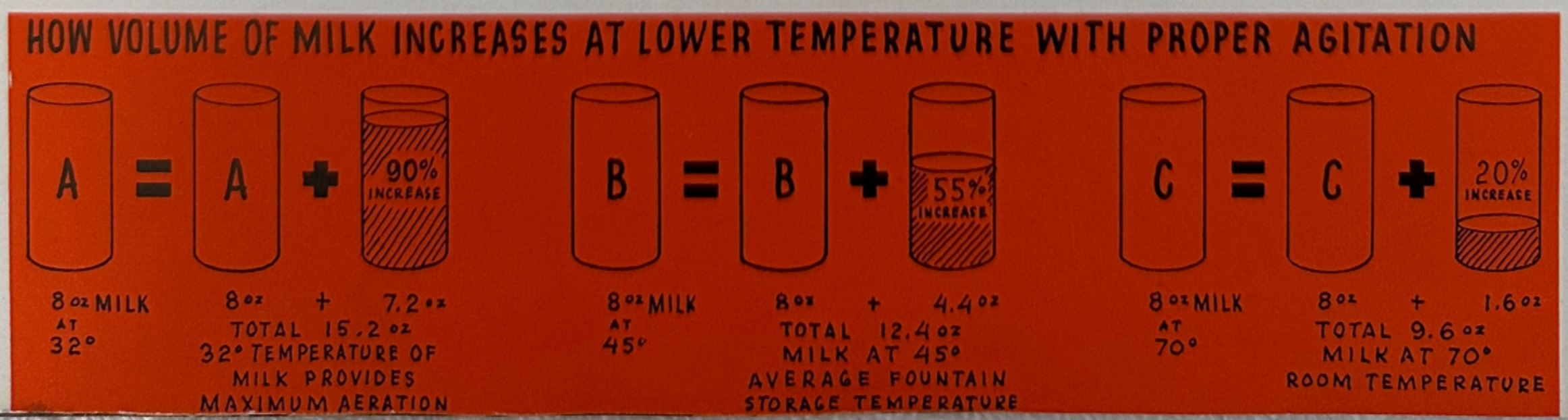
Now Taste the Difference

Note how smooth, creamy and rich the cold milk in Group A is, compared with the other two. But most important, note carefully that this maximum aeration which produces increased volume and the creamy smoothness is the secret of building taste into your mixed drinks.

When you use homogenized milk, your results will be even more outstanding. Homogenized milk of 32° will give you close to 150% expansion.

If you have homogenized milk available, do this. Take 8 ounces of regular milk (as near 32° as possible) and the same quantity of homogenized milk of the same temperature. Mix each on the mixer, then measure the volume and

Chart 1


HOW VOLUME OF MILK INCREASES AT LOWER TEMPERATURE WITH PROPER AGITATION
A = A + 90% INCREASE
8 oz MILK AT 32°
8 oz + 7.2 oz
TOTAL 15.2 oz
32° TEMPERATURE OF MILK PROVIDES MAXIMUM AERATION
B = B + 55% INCREASE
8 oz MILK AT 45°
8 oz + 4.4 oz
TOTAL 12.4 oz
MILK AT 45°
AVERAGE FOUNTAIN STORAGE TEMPERATURE
C = C + 20% INCREASE
8 oz MILK AT 70°
8 oz + 1.6 oz
TOTAL 9.6 oz
MILK AT 70°
ROOM TEMPERATURE

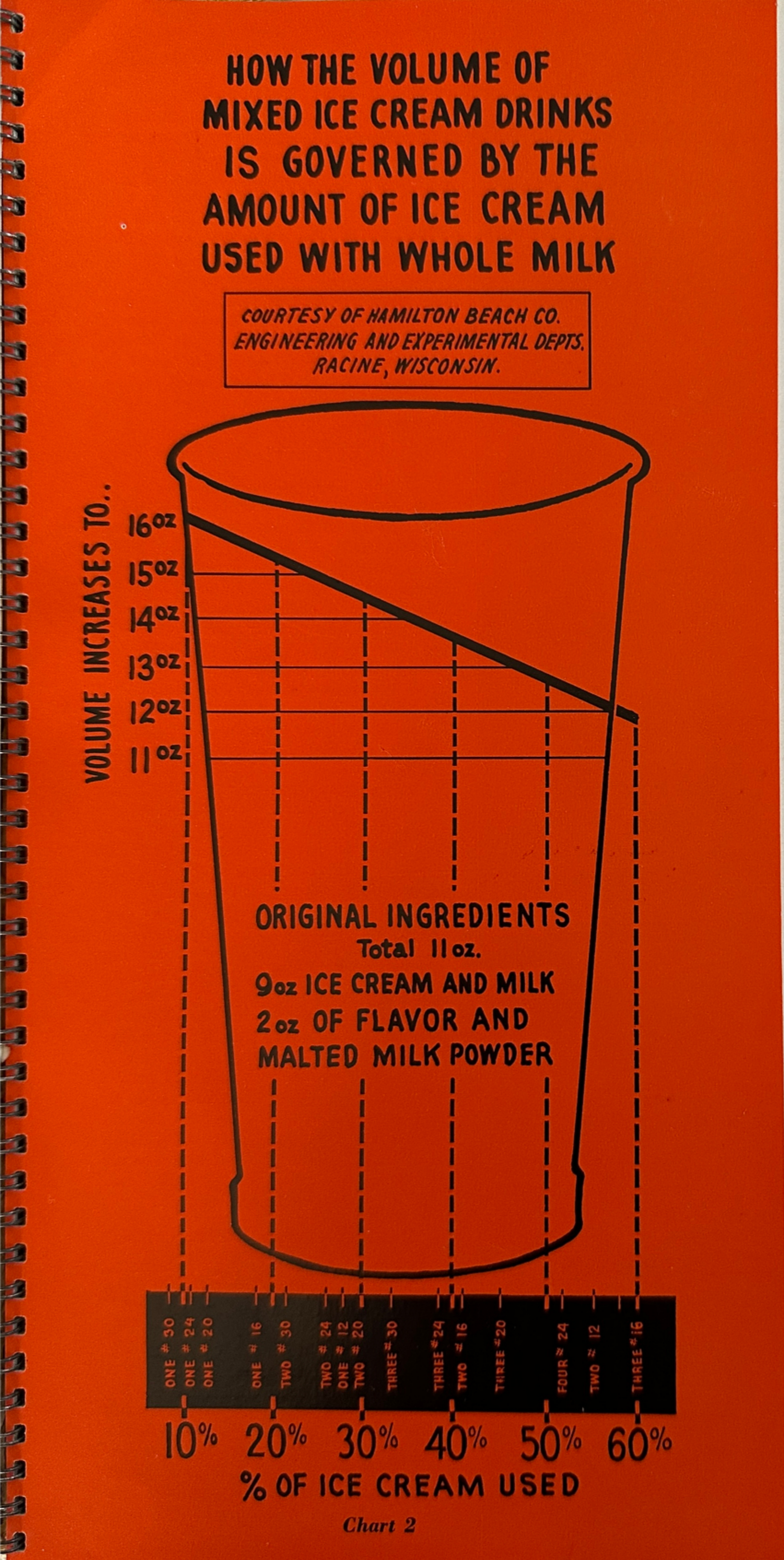


Chart 2

taste. Notice the difference in the texture and thickness and taste appeal between whole regular milk and the homogenized.

THE AMOUNT OF ICE CREAM GOVERNS THE VOLUME

The volume of a mixed Ice Cream drink is also governed by the percentage of Ice Cream used with whole milk. From Chart 2 we start with the original ingredients—a total of 11 ounces made up of 9 ounces of Ice Cream and milk in varying proportions and 2 ounces of flavor and malted milk powder which remain constant.

While milk alone will show a very definite increase in aeration, the addition of flavor, malted milk powder and Ice Cream naturally reduces the percentage of the milk in the drink and therefore lessens the opportunities for the increase in volume in proportion to the total drink.

As the percentage of Ice Cream used is increased and the percentage of milk used is decreased, the volume of expansion naturally decreases because the non-aerating items are increased and milk with its aerating possibilities is decreased. The reduction of expansion where larger percentages of Ice Cream are used does not necessarily mean any decrease in quality or taste. Whether the Ice Cream is 10% or 60%, with proper agitation your mixed drink is built into a smooth, velvety consistency and the milk therein has, in any case, been aerated to its maximum. These conditions, of course, exist provided the milk is kept and used as near 32° Fahrenheit as possible.

As you increase the amount of Ice Cream in the drink, it takes more time to mix the drink properly. (See Chart No. 3.)

Here we have a graphic illustration showing that, as we go from the lighter drinks with smaller proportions of Ice Cream and a larger percentage of milk, through the medium drinks and into the heavier drinks with their larger proportion of Ice Cream, the mixing time naturally increases. Indicated on the edge of the circle are the percentages of Ice Cream in proportion to the total drink, and the approximate number and size of scoops necessary to produce that percentage. These percentages are figured on an 11-ounce drink with 2 ounces of flavor and malted milk powder. The percentage of Ice Cream is figured as as percentage of the total starting volume of the drink of 11 ounces.

Many ask, how long does it take to

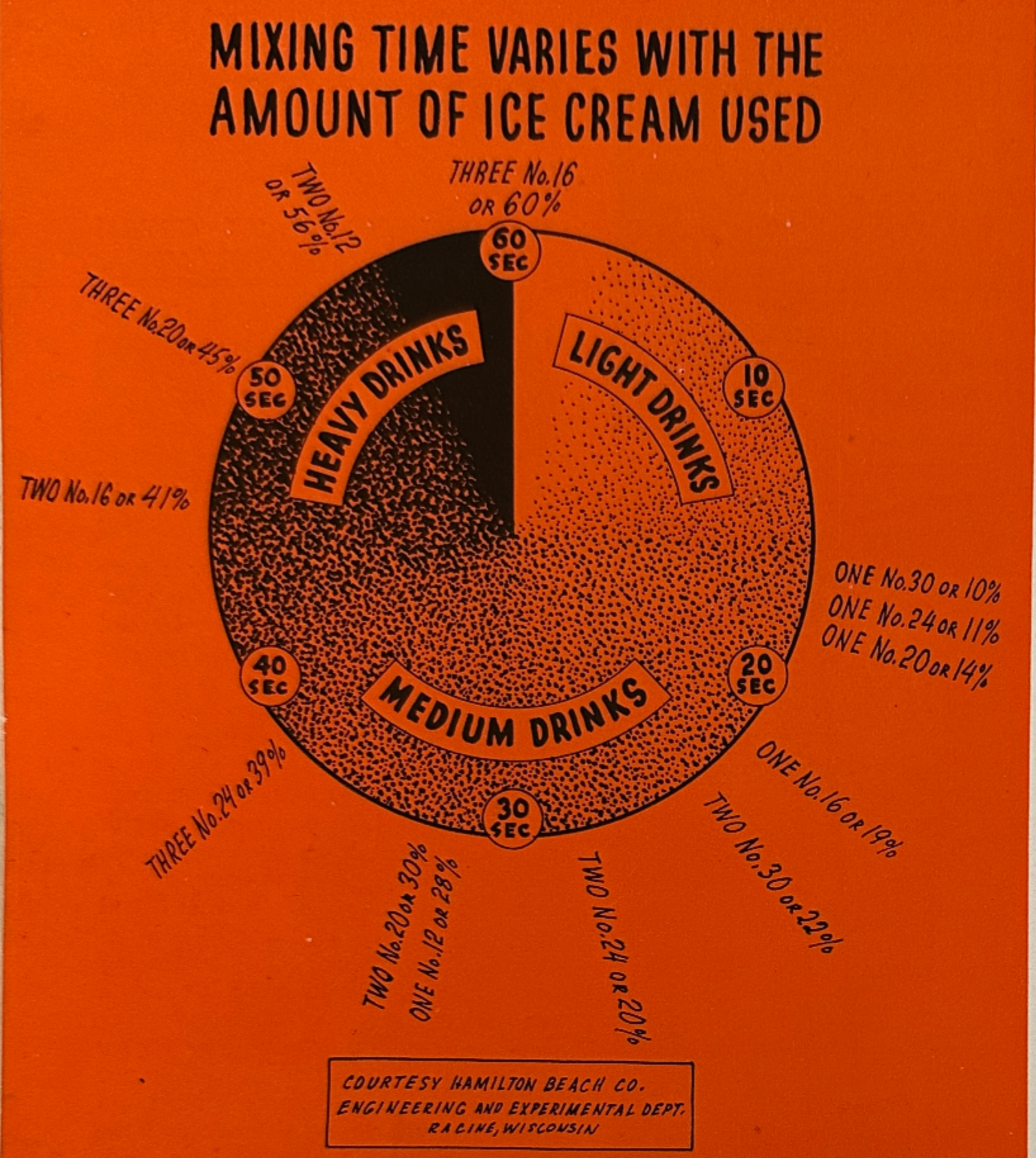


Chart 3

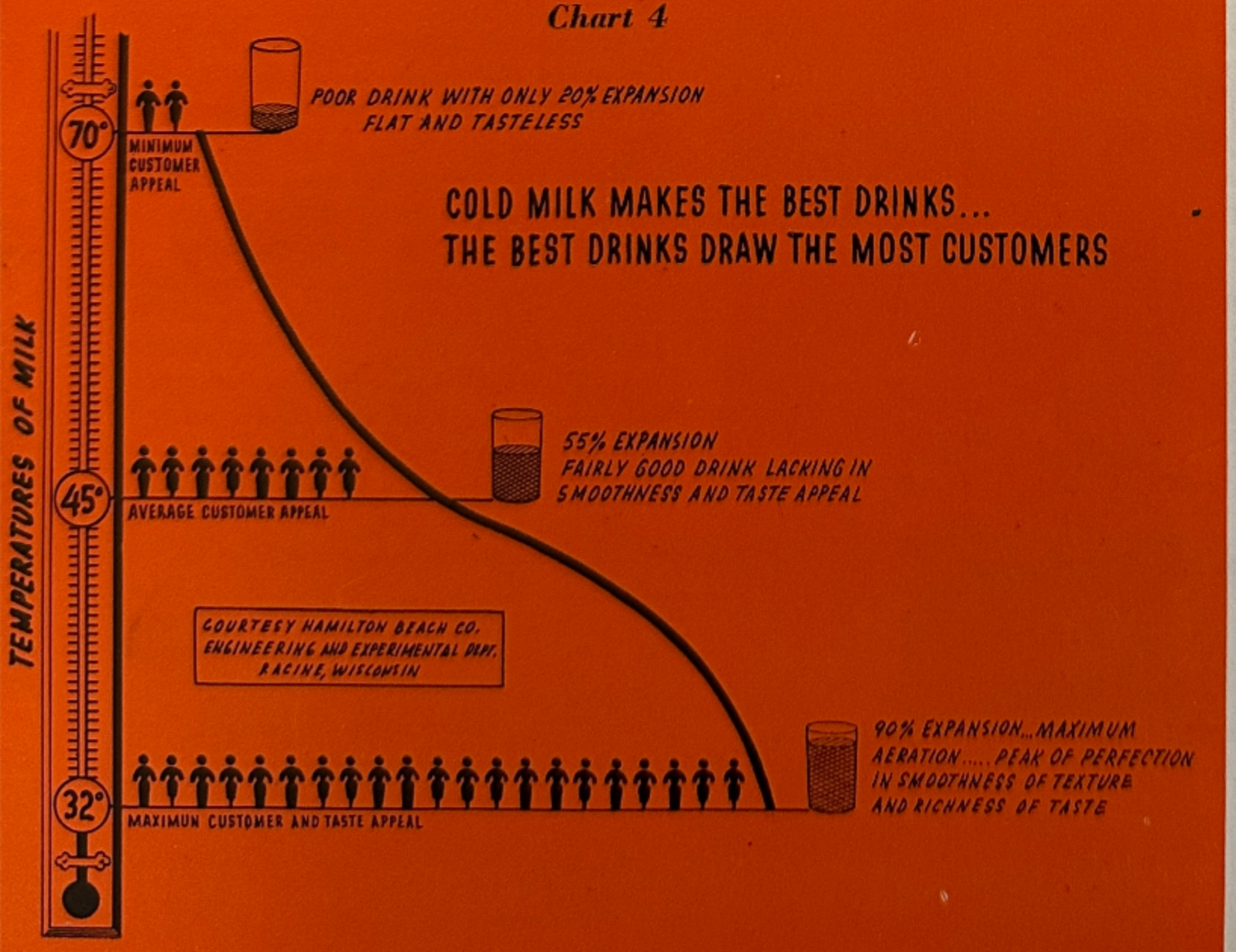


Chart 4

mix a good milk and Ice Cream drink? Naturally the amount of Ice Cream used, coupled with the temperature of the milk and Ice Cream, governs the mixing time necessary to build the maximum taste appeal into a properly finished drink. The mixing time is shortest on the lightest drinks. From this chart you will see that a smooth drink is produced with a minimum of time where the volume of Ice Cream is at a minimum. Heavier drinks require longer mixing. As this percentage increases, additional time must be taken to aerate the drink properly to its maximum volume and smoothness.

BUILDING TASTE

In the preparation of mixed drinks the retail Ice Cream Department is the manufacturer. It provides the raw materials, such as flavoring, malted milk powder, milk and Ice Cream. Results depend on the quality of materials used, the time of mixing, and most important, the speed, power and type of agitation of your drink mixers. With proper agitation, the use of milk at 32° will give you the maximum results in smoothness of texture in your drink, which combined with a good measure of Ice Cream, builds into the drink the maximum of taste appeal.

It's all so easy—simply keep your milk cold (as near 32° as possible), and your drinks will be smoother and thicker. These smoother drinks, if care is taken to use a good measure of Ice Cream and good flavoring, will not only hold your old customers but will attract new ones. The operator who pays little or no attention to the details of making good mixed drinks—simply throwing the ingredients together and mixing in any manner—has few, if any, customers. People won't buy fat and tasteless drinks—drinks that are thin and watery.

The average fountain with milk at 45° serves a fairly good drink and draws an average number of customers, but opportunities for improvement of the drink and building of additional business are increased, by keeping that milk down to the lower temperature of 32°.

Building Customer Preference

People go where they get the maximum in service, quality, taste and satisfaction. Build this quality into your drinks through the use of really cold milk—and we do mean COLD milk—plenty of good Ice Cream, good flavoring, and you'll soon establish a reputation for not only making the better milk drink, but the finest. These better drinks attract and hold old, and draw new customers. Your business and your profits will grow with the building of taste into your Ice Cream mixed drinks.

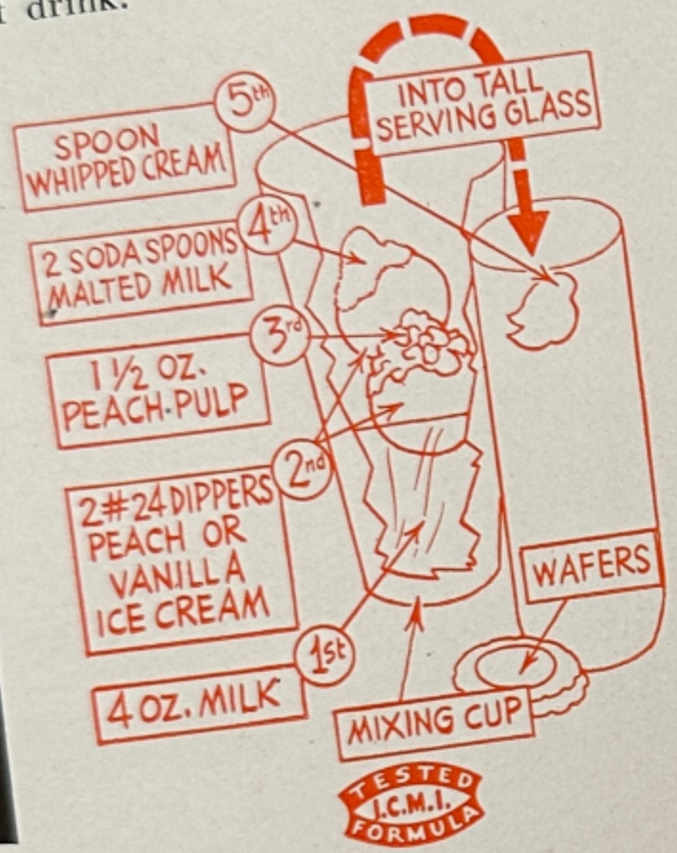
Fresh Peach Malted Milk

Ingredients: Peach Ice Cream or Vanilla Ice Cream, crushed Fresh Peach Pulp, Pasteurized Milk, Malted Milk, Whipped Cream, Cookies.

Procedure: Into a cold mixing cup, put 4 ounces pasteurized milk. Add 2 No. 24 dippers of Peach or Vanilla Ice Cream. Add 1½ ounces fresh peach pulp and 2 soda spoons malted milk. Whip on machine only long enough to blend thoroughly together all ingredients.

Make ready a service glass by swiping the inside of glass with a spoon of whipped cream.

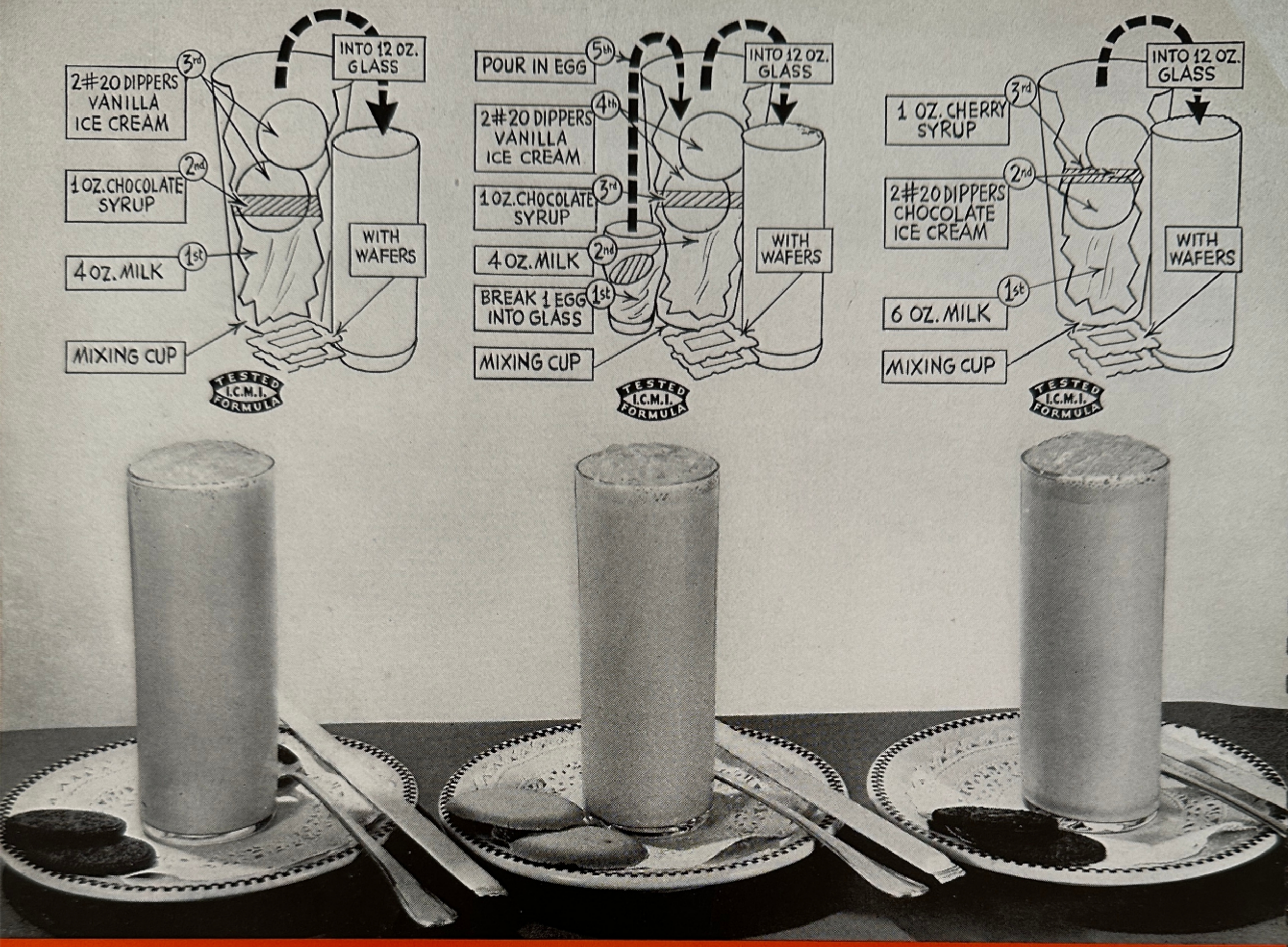
When drink is ready, pour into the service glass. Serve wafers or cookies on the side, in individual bag. Allow patron to pour balance of drink.



Coffee Cocktail

Ingredients: Coffee Ice Cream, Strong Coffee, Whipped Cream, 2 Whole Cloves.

Procedure: Into a tall 12-ounce glass put two No. 20 dippers coffee Ice Cream. Over this pour extra strong cold coffee. Top with a rosette of whipped cream and garnish with two whole cloves.



Frosted Chocolate **Frosted Egg Chocolate** **Frosted Cherry Chocolate**

Ingredients: Pasteurized Milk, Vanilla Ice Cream, Chocolate Syrup.

Procedure: Into a cold mixing cup, put 4 ounces cold pasteurized milk. Add 1 ounce chocolate syrup and 2 No. 20 dippers of Vanilla Ice Cream. Place on the mixer just long enough to blend ingredients thoroughly. Serve in a tall 12 ounce glass, with two or three chocolate wafers on the side.

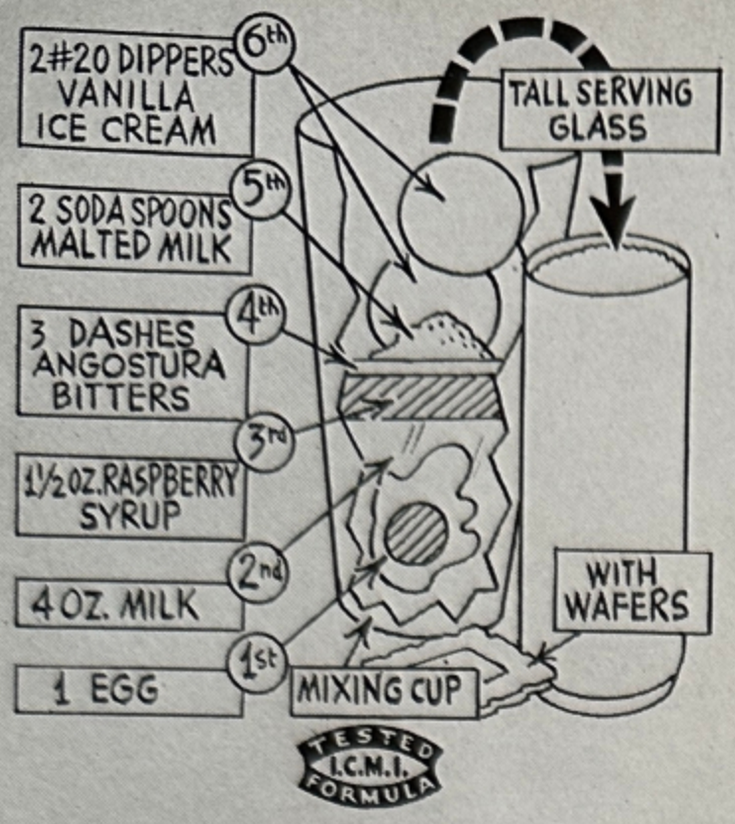
Ingredients: Fresh Egg, Chocolate Syrup, Vanilla Ice Cream, Pasteurized Milk.

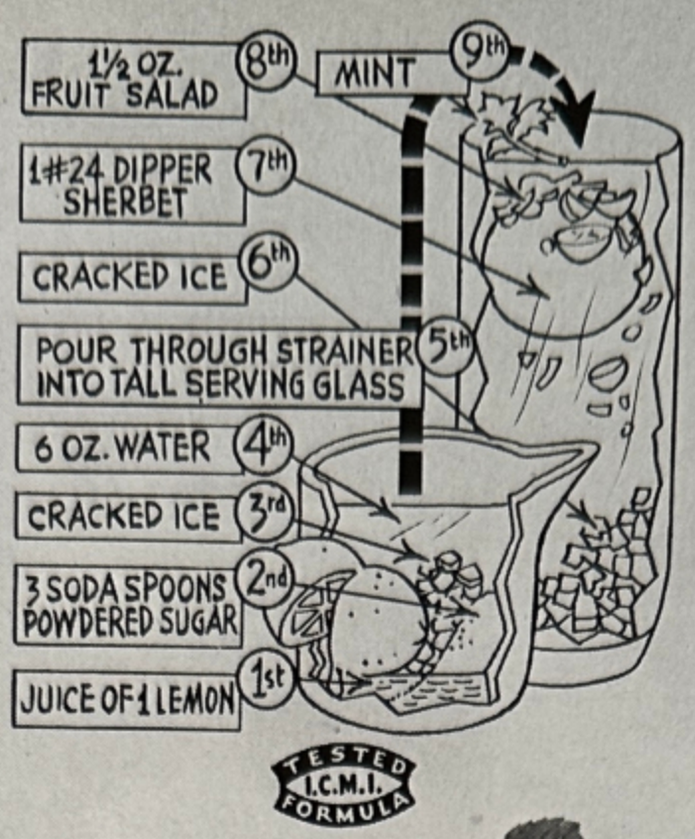
Procedure: In front of the customer, break a fresh egg into a clean glass or cup. Into a mixing cup, put 4 ounces cold pasteurized milk, 1 ounce chocolate syrup, 2 No. 20 dippers of Vanilla Ice Cream and the egg. Place on the mixer just long enough to blend the mixture thoroughly. Serve in a 12 ounce glass, with wafers on the side.

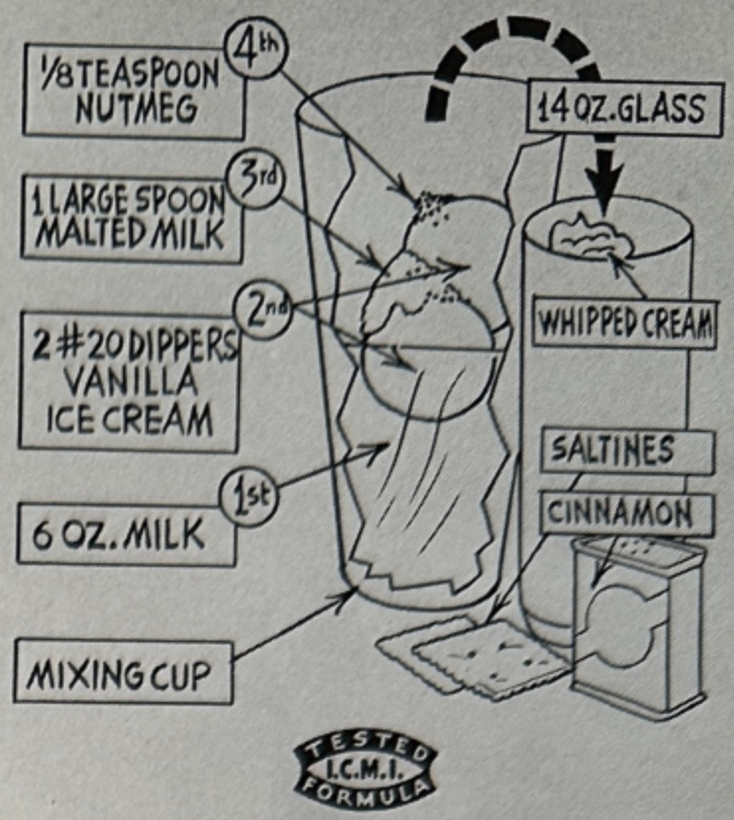
Ingredients: Cherry Syrup, Chocolate Ice Cream, Cold Pasteurized Milk, Chocolate Wafers.

Into a mixing cup put 6 ounces cold pasteurized milk. Add 2 No. 20 dippers Chocolate Ice Cream. Add 1 ounce cherry syrup. Put on mixer just long enough to blend to a smooth mixture.

Serve in tall glass with Chocolate wafers on the side.







Egg Toddy **Fruited Frosted Flip** **Nutmeg Malted Milk**

Ingredients: Fresh Egg, Pasteurized Cold Milk, Raspberry Syrup, Angostura Bitters, Vanilla Ice Cream, and Malted Milk.

Procedure: Break a fresh egg into a small, clear glass. Now, pour the egg into a cold mixing cup. Add 4 ounces pasteurized milk, 1½ ounces raspberry syrup, 3 dashes angostura bitters, 2 soda spoons malted milk, and 2 No. 20 dippers of Vanilla Ice Cream. Place on mixing machine just long enough to blend entire mixture thoroughly. Pour through strainer into tall service glass. Serve wafers on the side.

Ingredients: Lemon, Powdered Sugar, Cracked Ice, Plain water, Fresh Fruit Salad, Sherbet, Fresh Mint.

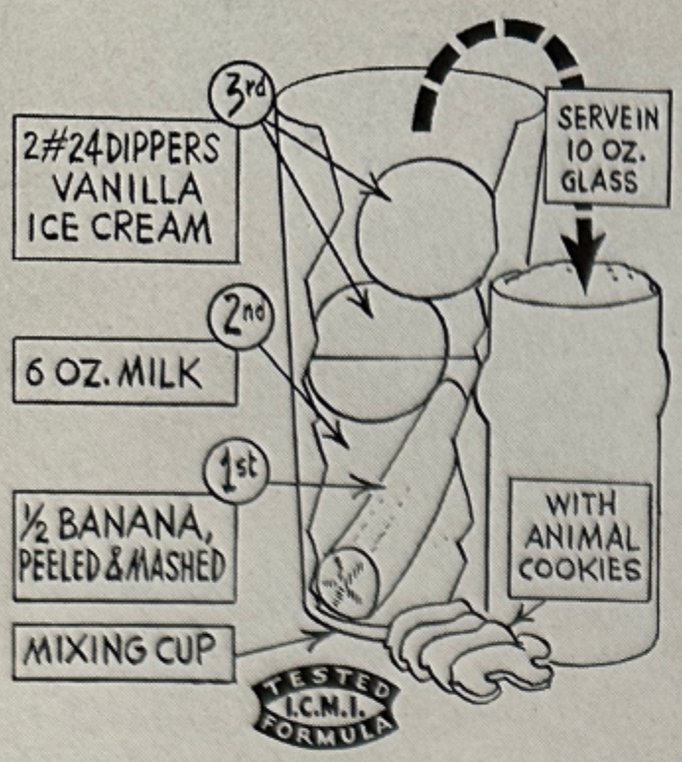
Procedure: Into a mixing glass or mixing cup, put the juice of one lemon. Add three soda spoons of powdered sugar, plenty of cracked ice, and six ounces of plain water.

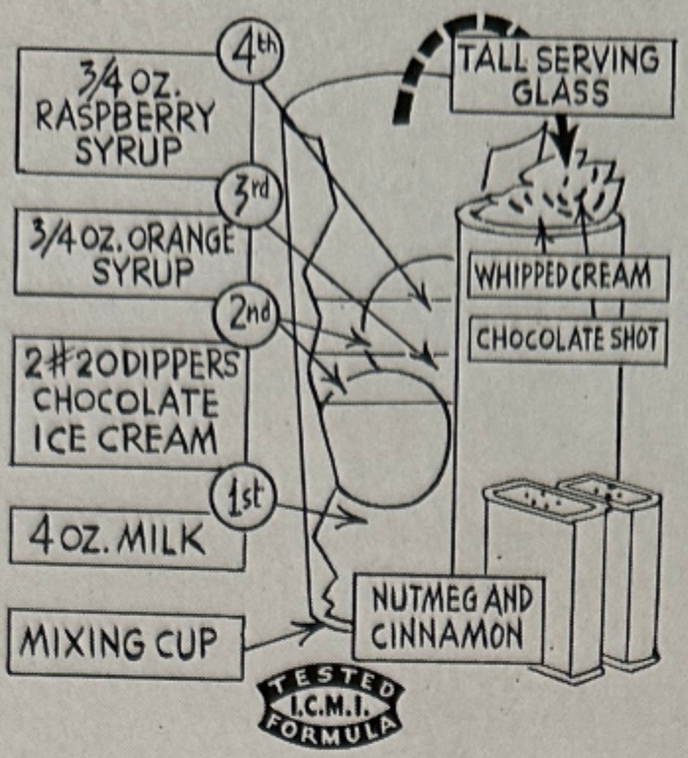
Mix thoroughly, pour through strainer into a service glass. Add cracked ice and a No. 24 dipper of sherbet, and 1½ ounces fresh fruit salad, and garnish with a sprig of mint.

For the Lady Who Likes a "Not Too Sweet" Malted Drink

Ingredients: Cold Pasteurized milk, Vanilla Ice Cream, Malted Milk Powder, Nutmeg, Whipped Cream, Saltines, Cinnamon.

Procedure: Into a cold mixing cup, put six ounces of cold pasteurized milk. Add 2 No. 20 dippers of Vanilla Ice Cream, 1 large spoon malted milk powder, ⅛th teaspoon nutmeg. Place on mixer long enough to blend into a smooth mixture. Serve in 14 ounce whipped cream dotted glass, with saltines and cinnamon shaker on side.





Kiddies' Frosted Banana Milk

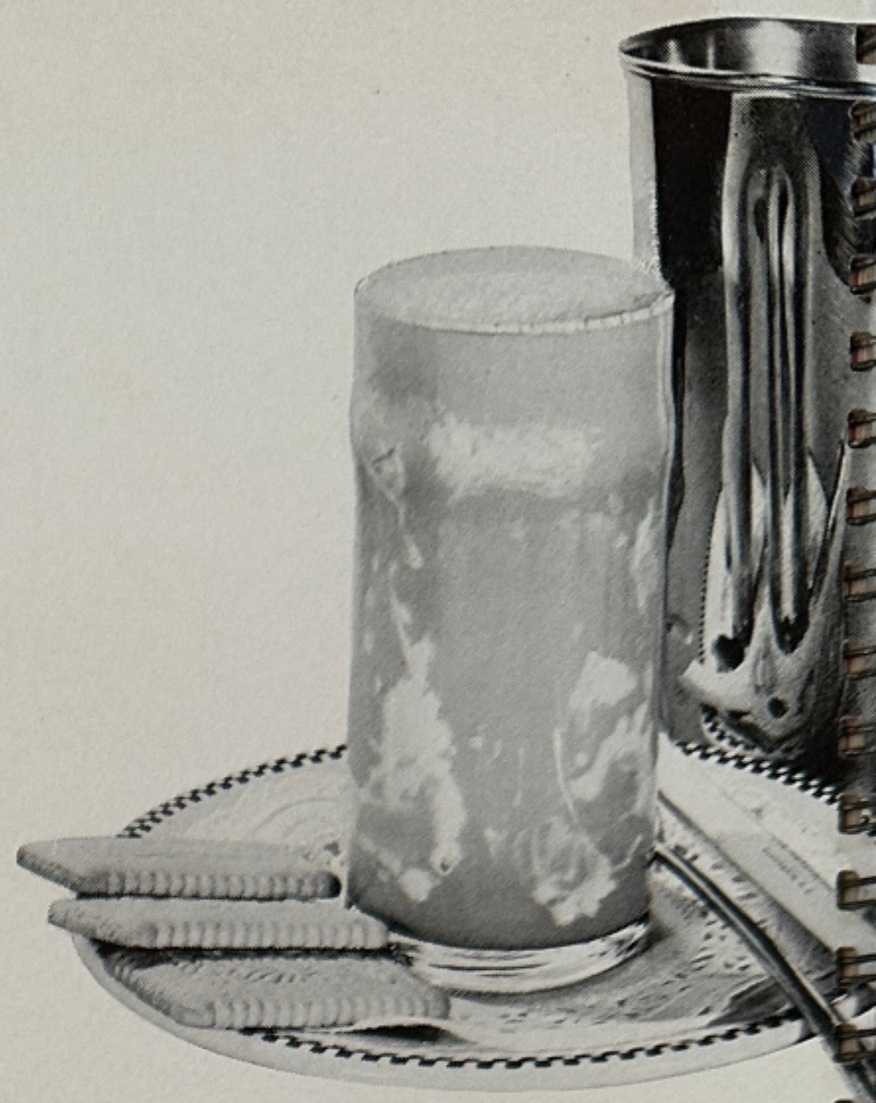
Varsity Milk Shake

Ingredients: Half Banana, Cold Milk, Vanilla Ice Cream, Animal Cookies.

Procedure: Peel and mash ½ of a fully ripe banana, through a sieve or a banana creamer. Blend well with 6 ounces of cold pasteurized milk. Beat in 2 No. 24 dippers of Vanilla Ice Cream until the mixture obtains the consistency of a milk shake. Serve in a 10 ounce glass. Serve animal shaped cookies with this drink.

Ingredients: Pasteurized Cold Milk, Orange Syrup, Raspberry Syrup, Chocolate Ice Cream, Whipped Cream, Chocolate Shot.

Procedure: Into a mixing cup, put 4 ounces cold pasteurized milk. Add 2 No. 20 dippers of Chocolate Ice Cream, ¾ ounce orange syrup, and ¾ ounce raspberry syrup. Place on mixing machine long enough to mix thoroughly and blend. Then, pour into tall service glass. Top with whipped cream, and garnish with chocolate shot. Serve Nutmeg and Cinnamon shakers on the side.

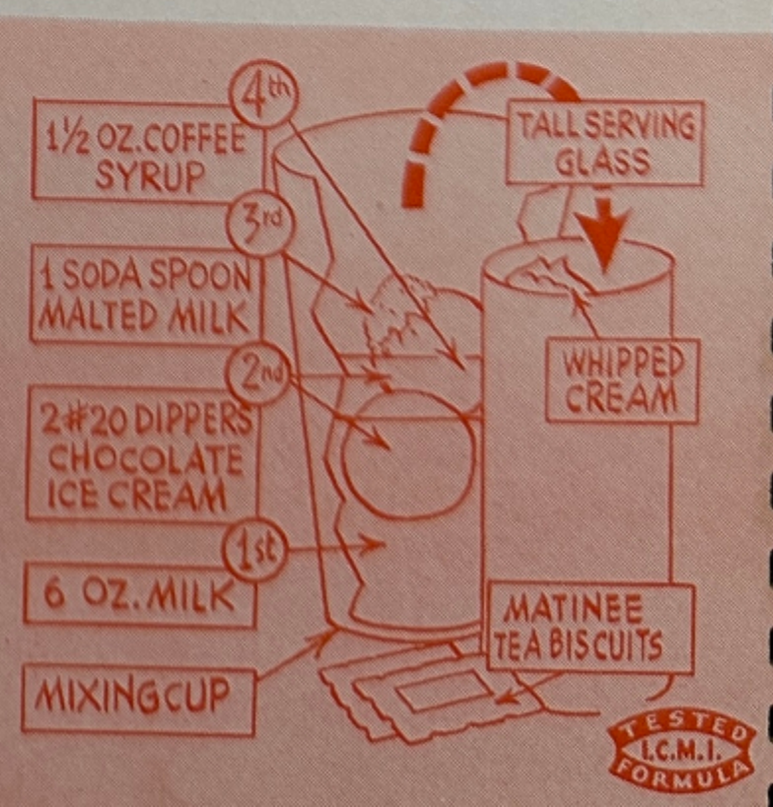


Broadway Malted Milk

Ingredients: Pasteurized Milk, Chocolate Ice Cream, Malted Milk, Coffee Syrup, Whipped Cream, Matinee Tea Biscuits.

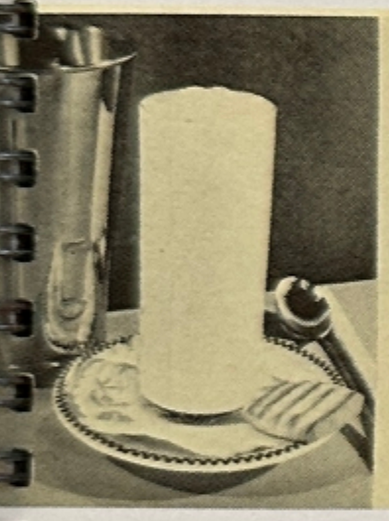
Procedure: Into a cold mixing cup, put 6 ounces cold pasteurized milk. Add 2 No. 20 dippers Chocolate Ice Cream. Add one soda spoon malted milk powder, and 1½ ounces of coffee syrup. Place on mixing machine and allow to mix only until entire mixture is smoothly blended together.

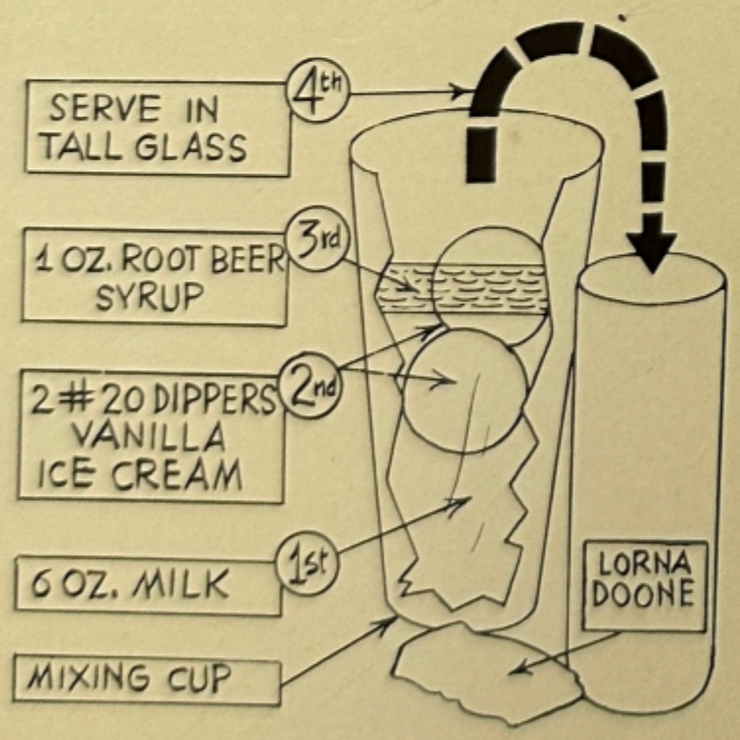
Have ready a tall serving glass, swiped on inside with spoon of whipped cream. Pour finished drink into this glass and serve Matinee Tea Biscuits on the side. Place container alongside glass for additional serving.



Frosted Root Beer Milk Shake

"A Real Milk Drink"





Procedure: Into a cold mixing cup put 6 ounces of cold pasteurized milk, add 2 No. 20 dippers of Vanilla Ice Cream, add 1 ounce of good Root Beer Syrup. Place on mixing machine until the entire mixture is thoroughly and smoothly blended. Pour into tall thin serving glass. Serve Lorna Doone wafer on side. Any other type wafer may be substituted.

A flavor men like—in their favorite Ice Cream combination, a milk shake. Merchandise this milk shake particularly for the men's market. Women like it too.

Use window posters and back bar signs to flag the customer. Colored menu clip-ons to flash a reminder to the menu-reader. Lapel badges on waitress, dispenser, as "moving bill boards" in the store.

Teach dispensers the necessity of following the formula accurately. Too sweet a drink—customers leave it. Too little syrup—and the drink lacks flavor. Make it *right* every time, and sales will go right—up and up.

Root Beer Milk Shake is a good flavor any time at any Ice Cream department.

Ice Cream—plenty of it—gives the milk shake a "firm foundation" in public favor.

Capitalize on milk drink popularity and create additional sales with Frosted Root Beer Milk Shake —the "drink of the month"—any month.

Pineapple Freeze

Ingredients: Fresh Lime, Pineapple Juice, Lemon or Pineapple Sherbet or Water Ice, Carbonated Water, Cracked Ice, Slice Pineapple, Red Cherry.

Procedure: Into a mixing cup, put the juice of half a fresh lime, 2 ounces pineapple juice, 1 No. 24 dipper Pineapple or Lemon Sherbet or Water Ice. Stir to a smooth mixture.

In a tall glass, put a dipper of cracked ice. Pour the sherbet mixture over the cracked ice. Fill the glass with carbonated water, about ¾ full. Add 1 No. 24 dipper Pineapple or Lemon Sherbet or Water Ice. Garnish with a slice of pineapple and a red cherry.

If additional sweetness is desired, simple syrup may be added to the above formula. Plain water may be used in place of carbonated water.

Grape Freeze

Ingredients: Fresh Lime, Fresh Mint, Grape Juice, Simple Syrup, Cracked Ice, Pineapple, Lemon or Grape Sherbet or Water Ice, Sprig of Mint, Red Cherry.

Procedure: Into a mixing cup, put 1½ ounces of grape juice, juice of half a lime, 1 ounce simple syrup, and 1 No. 24 dipper of Pineapple, Lemon, or Grape Sherbet or Water Ice. Stir together into a smooth mixture.

In a tall glass, put a dipper of cracked ice. Pour the sherbet mixture over the cracked ice. Fill the glass with carbonated water, about ¾ full. Add 1 No. 24 dipper of Pineapple, Lemon, or Grape Sherbet or Water Ice. Garnish with a sprig of mint and a red cherry.

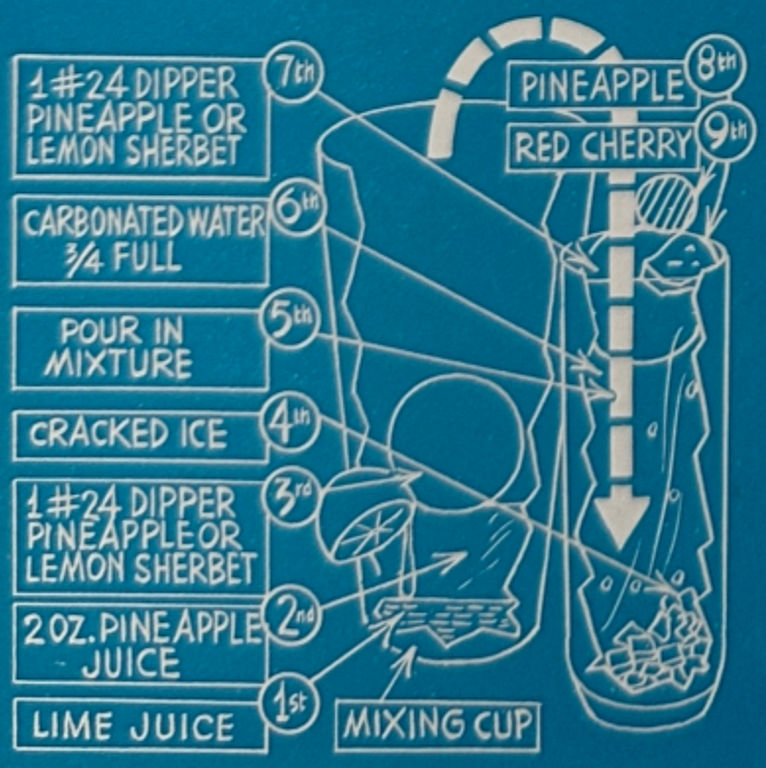
Any other sherbet that will blend with the grape flavor may be substituted. Plain water may be used in place of carbonated water.

Cranberry Freeze

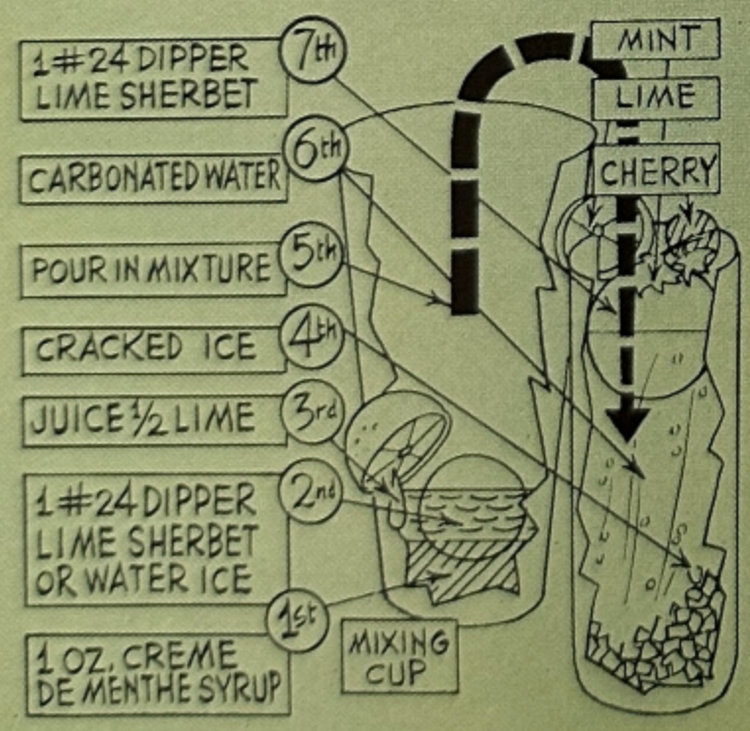
Ingredients: Cranberry Juice, Fresh Lime, Simple Syrup, Cranberry, Lemon, or Orange Sherbet or Water Ice, Cracked Ice, Carbonated Water, Green Cherry, Sprig of Mint.

Procedure: Into a mixing cup, put the juice of ½ a fresh lime, ½ ounce of simple syrup, 2 ounces cranberry juice, 1 No. 24 dipper of Cranberry, Lemon, or Orange Sherbet, or Water Ice. Stir to a smooth mixture.

In a tall glass, put a dipper of cracked ice. Pour the sherbet mixture over the cracked ice. Fill the glass about ¾ full with carbonated water. Add 1 No. 24 dipper of Cranberry, Lemon, or Orange Sherbet or Water Ice. Garnish with a green cherry and a sprig of mint. Plain water may be used in place of carbonated water.



Minted Lime Freeze



Procedure: Into a mixing cup, put 1 ounce of Creme de Menthe Syrup, 1 No. 24 dipper of Lime Sherbet or water ice, juice of ½ a fresh lime, and stir to a smooth mixture.

In a tall glass, put a small dipper of finely cracked ice. Pour the sherbet mixture over the cracked ice. Fill the glass with carbonated water about ¾ full. Add 1 No. 24 dipper of Lime sherbet or water ice, and garnish with a sprig of mint, a slice of fresh lime, and a red cherry.*

Looks cool, tastes cool, is cool—grand for summer promotion. Taps the beverage market in your favor, with its higher-check average.

What a color—what a "seller!" Merchandising with window posters, menu clip-ons, lapel tags, for flash, suggestion, reminder.

Build displays of limes and decorate with vases of fresh mint on the back bar. Crush or bruise mint to send out fragrance. Let the customer see you use the fresh limes when you make the "freeze."

Warm up to freezes—they are fine profit makers—another chance to sell sherbet or water ice, and lots of it.

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*If fresh mint is available, use this formula: Into a lime squeezer place ½ a fresh lime and two sprigs of fresh mint. Squeeze firmly together, then drop mint and lime with juice into a mixing cup. Proceed as in chart, using simple syrup in place of the Creme de Menthe syrup. Plain water can be used in place of carbonated water.

Steps for SUNDAE MAKING

1. From a well-arranged back bar take a modern sundae glass, clean and polished, or a silver or paper container.

2. When using crimp or tulip service dishes, put part of fruit or topping in bottom of glass. Don't put all the dressing on top of the Ice Cream.

3. Add two dippers of Ice Cream. Hold Glass up so customer can see sundae being made.

Don't use a dipper too small for service dish. Portion according to formula. Don't break down texture of Ice Cream by forcing into dish. Correct sized dipper makes pressure unnecessary.

Inspect glass. Be sure it is clean and sparkling.

Do not use sundae dishes that are chipped or cracked. Discard them.

Use a clean towel often to avoid wet or sticky hands.

Make a sundae like an artist paints a picture — balanced composition, beautiful to look at, decorated to catch the eye.

THE SUNDAE

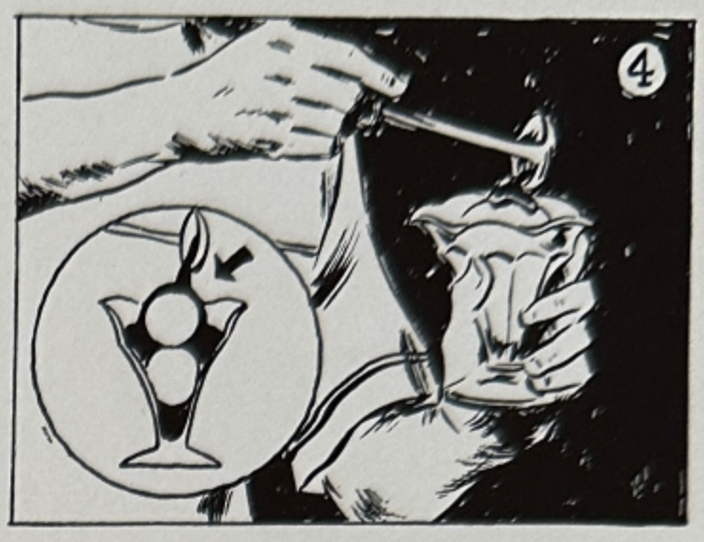
The underliner and doily denote cleanliness and improve service. They "frame" the "picture" you've just made.

Serve a sterilized spoon—clean—dried and polished—serve it "on the side" not in the dish.

Use clean, damp towel to wipe off any dripping on outside of glass.

Don't skimp on the "trimmings" but don't be over-generous.

Check size of ladle. A sundae is usually made with 1½ ounces of topping. This does not mean a ladle and a half. Stir toppings and fruit before each use to insure perfect mixture and ease of service.



4. Cover Ice Cream with one ounce of Fruit or Syrup.

If other type container is used, full measure (1½ ounces) of topping over Ice Cream.

Exercise care in using the ladles. Prevent spilling topping on outside of sundae dish.

5. Top with Whipped Cream. (This increases eye appeal and eating quality.) Sundae toppings, fruits and dressing must be neither too thick nor too thin—but—"just right."

6. The final touch—the garnish—Cherry, Pineapple Cube, piece of Fruit, Candy, Nuts, Pretzel, etc. Use spoon, fork or prong for handling fruits or garnishes. Do not use fingers.

Up in front in Ice Cream selling and profit in the retail store, Sundaes account for high average per sale return—are excellent profit stimulators, and give the greatest opportunity for variety in Ice Cream serving through many possibilities for flavor combinations, eye-catching, taste-tempting.

Sundaes are profit makers every day in the week.

Every member of your personnel can well afford to join your "Sundae School" class.

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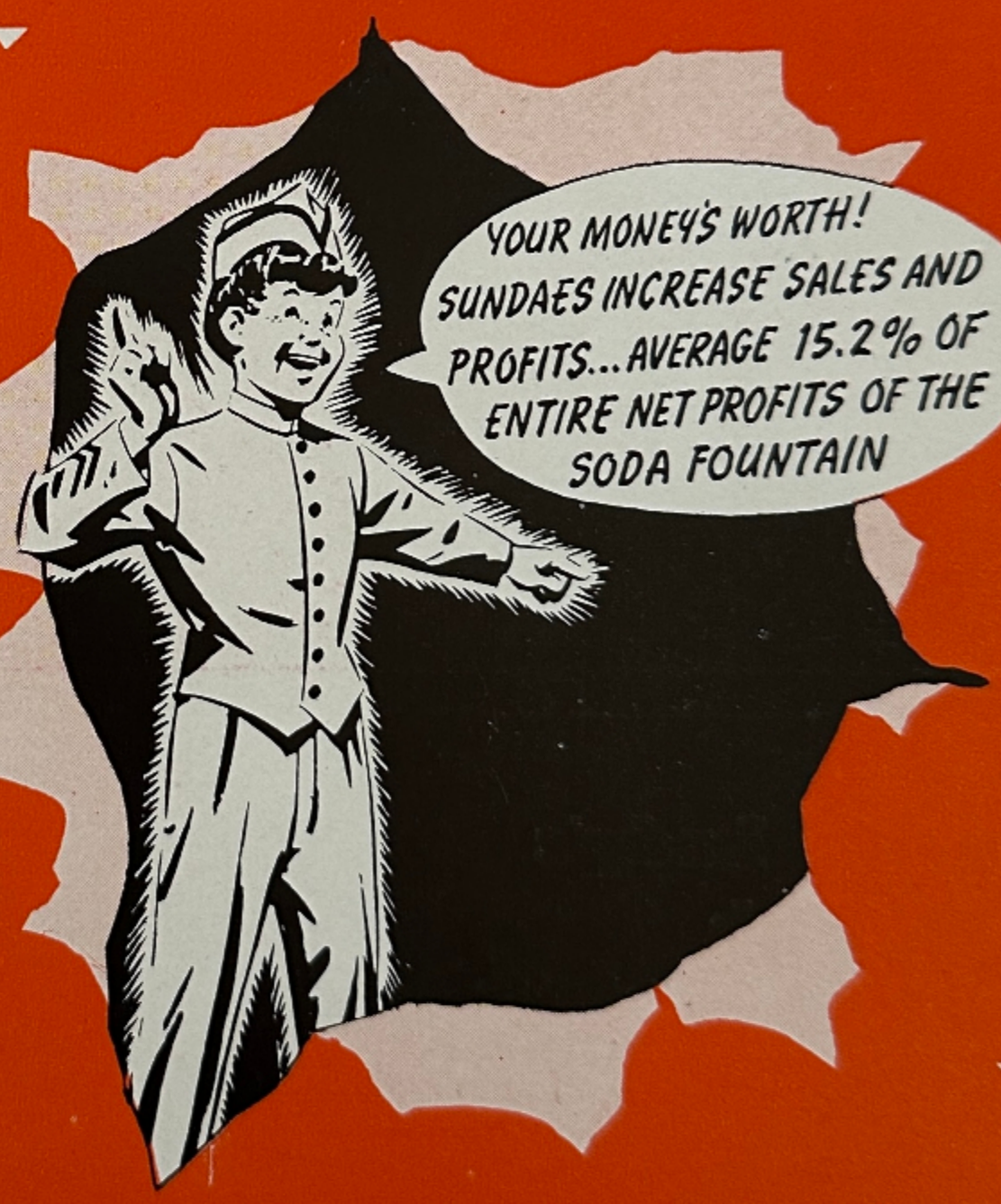
SUNDAES

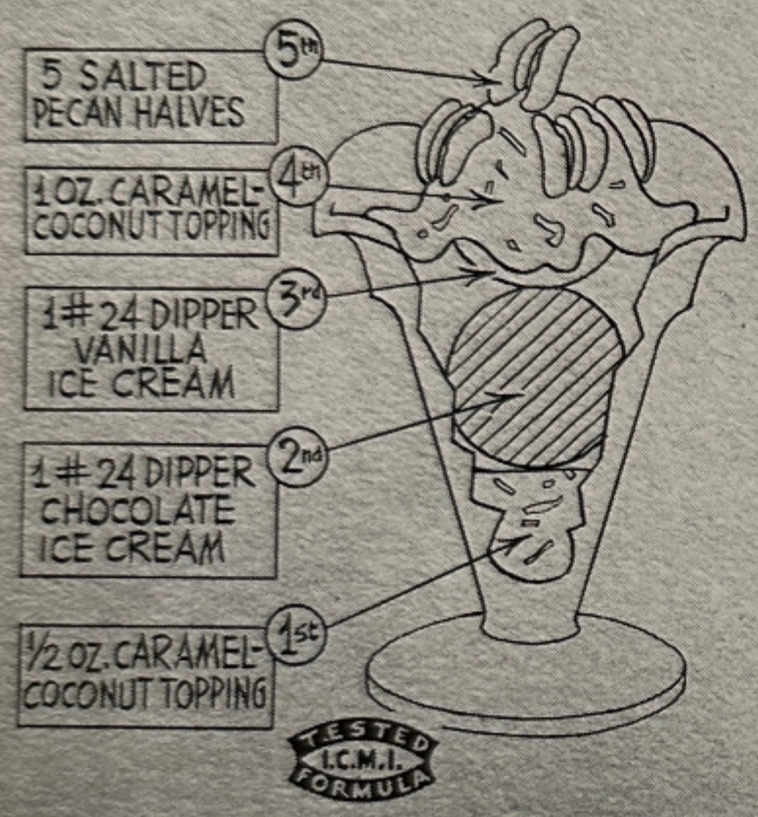


Coconut Grove Sundae

Ingredients: Chocolate and Vanilla Ice Cream, Caramel-Coconut Topping, Salted Pecan Halves.

Caramel-Coconut Topping: To prepare, use your regular Caramel sundae topping. Add to this, shredded coconut, in the following proportion: 1 part coconut, 3 parts caramel topping.

Procedure: Into a crimped sundae dish, place ½ ounce Caramel-Coconut Topping. Add a No. 24 dipper of Chocolate Ice Cream and a No. 24 dipper of Vanilla Ice Cream. Cover with 1 ounce of Caramel-Coconut Topping. Garnish with 5 whole Salted Pecan Halves.

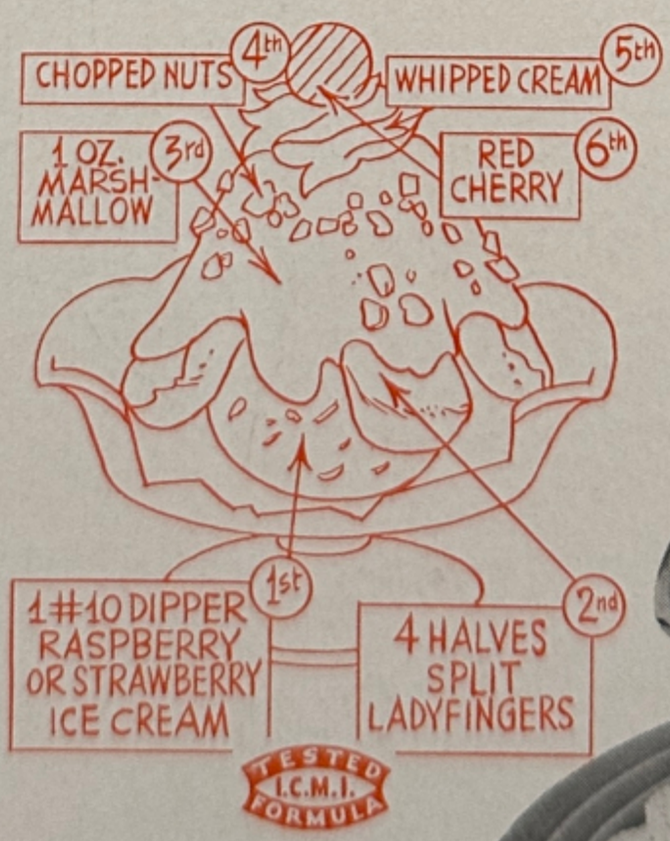


Lovely Lady's Dish

or Milady Sundae

Ingredients: Lady Fingers, Raspberry or Strawberry Ice Cream, Marshmallows, Chopped Nuts, Whipped Cream, Red Cherry.

Procedure: In a round Sundae Dish place a No. 10 dipper of Raspberry or Strawberry Ice Cream. Around Ice Cream, put the split Lady Fingers (4 halves) in upright position. Cover all with 1 ounce Marshmallow. Sprinkle with chopped nuts. Garnish with whipped cream and red cherry.

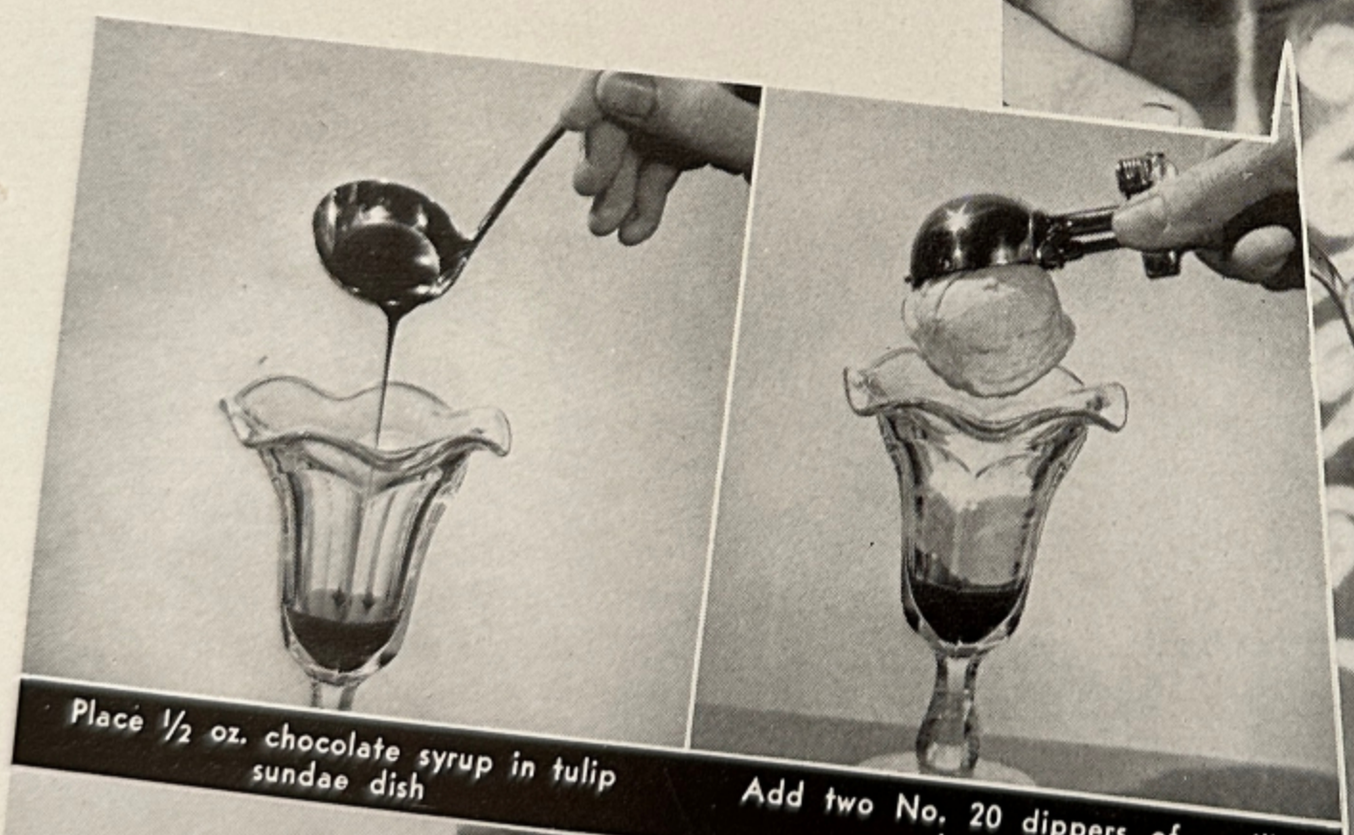


"Your Most Popular"

The Chocolate Sundae

Ingredients: Vanilla Ice Cream, Chocolate Syrup, Whipped Cream, Red or Green Cherry.

Procedure: Into a tulip sundae dish, put ½ ounce Chocolate syrup and 2 No. 20 dippers Vanilla Ice Cream. Cover with one ounce Chocolate syrup. Top with whipped cream, and garnish with a red or green cherry.



Place ½ oz. chocolate syrup in tulip sundae dish

Add two No. 20 dippers of vanilla ice cream

Next cover with 1 oz. of chocolate syrup

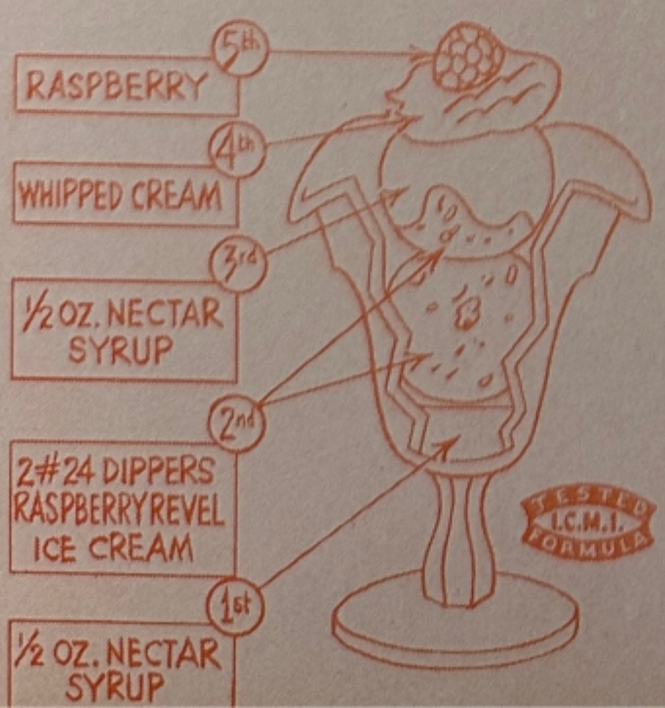
Top with whip

Van-Raspberry Nectar Sundae

Ingredients: Raspberry Revel Ice Cream, Nectar Syrup, and Whipped Cream.

Procedure: Into a tulip sundae glass, put ½ ounce of Nectar Syrup. Add 2 No. 24 dippers of Raspberry Revel Ice Cream. Cover with ½ ounce of Nectar Syrup. Decorate with whipped cream and top with a fresh raspberry or a red cherry.

Nectar syrup is made by combining equal parts of lemon, orange, pineapple, and cherry (or grenadine) syrups.



Bonnie Lassie Sundae

Ingredients: Butterscotch Revel Ice Cream, Chocolate Sauce, "Salty Soys," Whipped Cream, and a Red Cherry.

Procedure: Into a tulip sundae glass, put ½ ounce of chocolate sauce. Add 2 No. 24 dippers of Butterscotch Revel Ice Cream. Cover with ½ ounce of chocolate topping. Top with a generous portion of "Salty Soys."

Old Crunchy Sundae

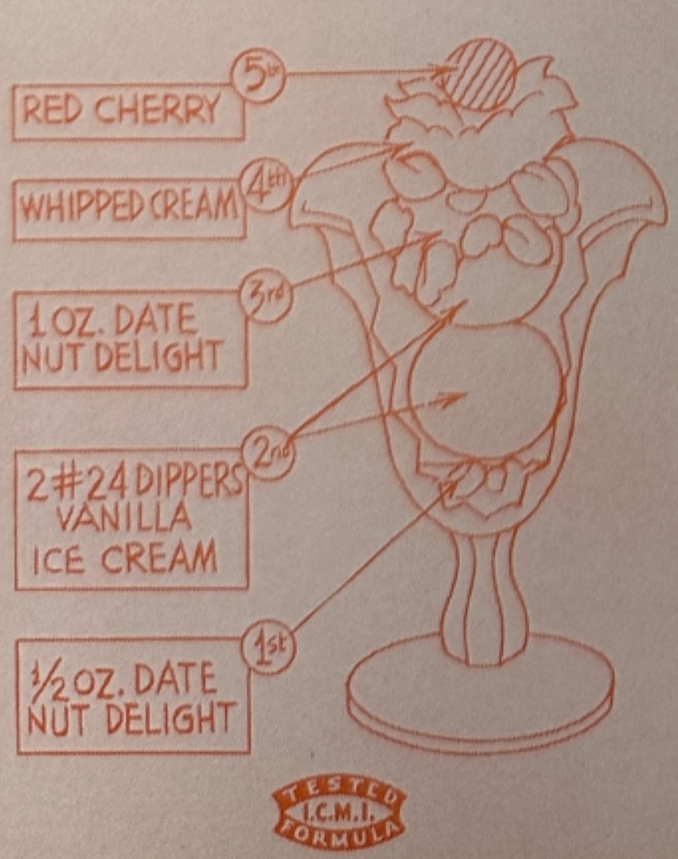
Ingredients: Pecan Crunch Ice Cream, Butterscotch Syrup, Chocolate Ice Cream, Whipped Cream, and Chopped Nuts.

Procedure: Into a tulip sundae dish, put ½ ounce of butterscotch syrup. Add one No. 24 dipper of Pecan Crunch Ice Cream. Add a No. 24 dipper of Chocolate Ice Cream. Cover with 1 ounce of butterscotch, syrup, decorate with whipped cream, and top with chopped nuts.

Date Delight Sundae

Ingredients: Date Nut Delight, Vanilla Ice Cream, Whipped Cream, Red Cherry.

Procedure: Into a tulip sundae dish, place ½ ounce of Date Nut Delight. Add 2 No. 24 dippers of Vanilla Ice Cream. Cover with 1 ounce of Date Nut Delight. Garnish with whipped cream, and top with a red cherry.

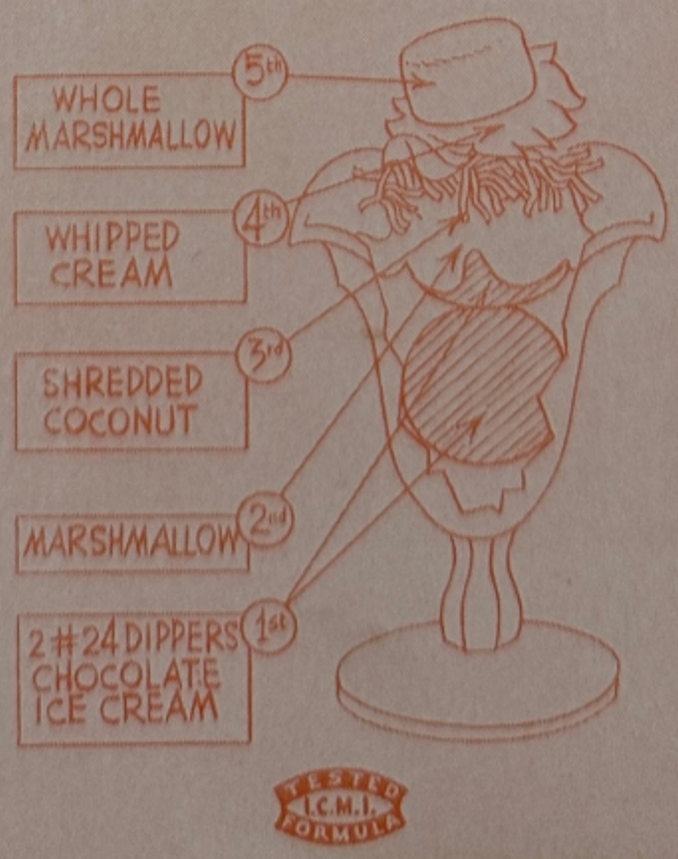


White Cap Sundae

Ice Cream with Coconut

Ingredients: Chocolate Ice Cream, Marshmallow, Shredded Coconut, Whipped Cream and a whole Marshmallow.

Procedure: Into a tulip sundae dish put 2 No. 24 dippers of Chocolate Ice Cream. Cover with Marshmallow, sprinkle with Shredded Coconut, garnish with Whipped Cream and a whole Marshmallow.

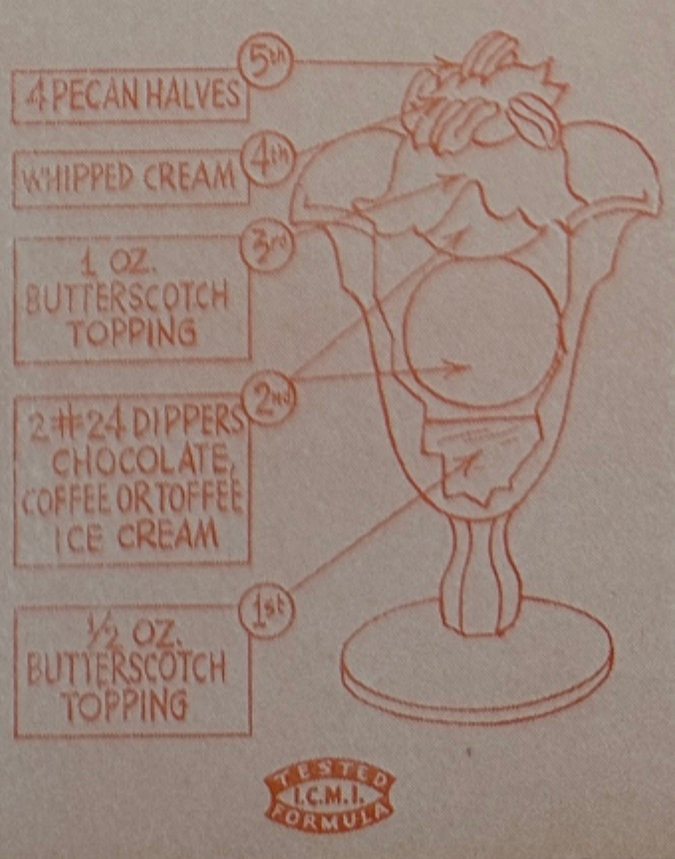


Pecan Delight Sundae

Ice Cream Showered with Old Fashioned Sauce and Nuts

Ingredients: Choice of Chocolate, Coffee or English Toffee Ice Cream, Butterscotch Topping, Whipped Cream and Pecans.

Procedure: Into a tulip sundae dish place ½ ounce of Butterscotch Topping. Add 2 No. 24 dippers of either Chocolate, Coffee, or English Toffee Ice Cream. Cover with 1 ounce Butterscotch Topping, a rosette of Whipped Cream and surround with about four Pecan Halves.



Fan Tan Sundae

Ingredients: Chocolate Revel Ice Cream or Chocolate Chip Ice Cream, Marshmallow Topping, Chocolate Chips and Whipped Cream.

Procedure: Into a crimped sundae dish, put ½ ounce of marshmallow topping. Add 2 No. 24 dippers of Revel or Chocolate Chip Ice Cream. Cover with one ounce of marshmallow topping. Decorate with whipped cream and top with broken chocolate chips.

Hollywood Banana Sundae

Ingredients: Vanilla Ice Cream, Cold Chocolate Fudge, Sliced Bananas, Flaked Almonds, Whipped Cream.

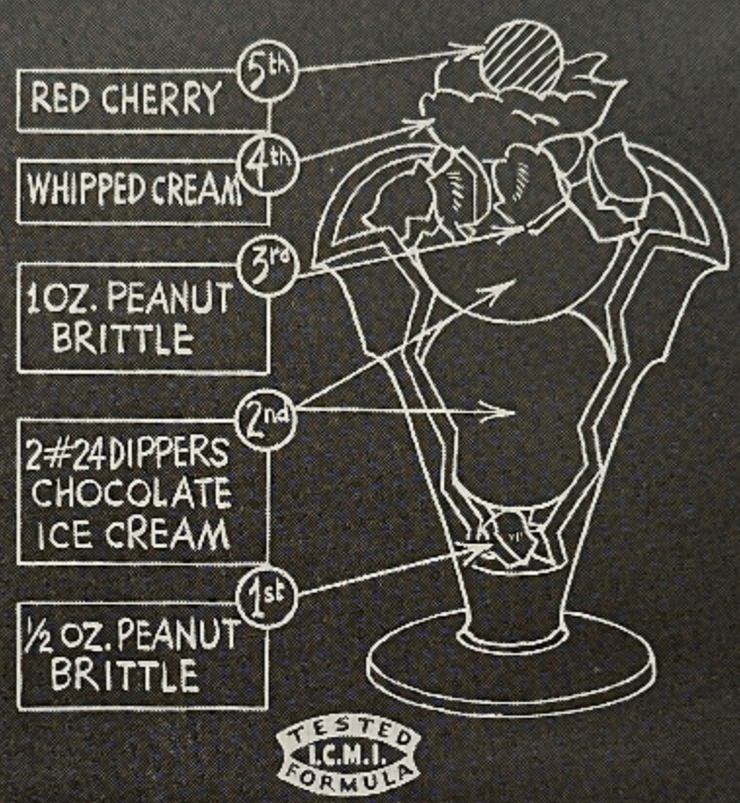
Procedure: Into a crimped sundae dish, put 2 No. 24 dippers of Vanilla Ice Cream. Cover with 1 ounce of cold Chocolate Fudge. Then, place about 5 round slices of banana around the outer edge. Add a soda spoon of flaked almonds. Top with whipped cream, and garnish with a slice of banana.

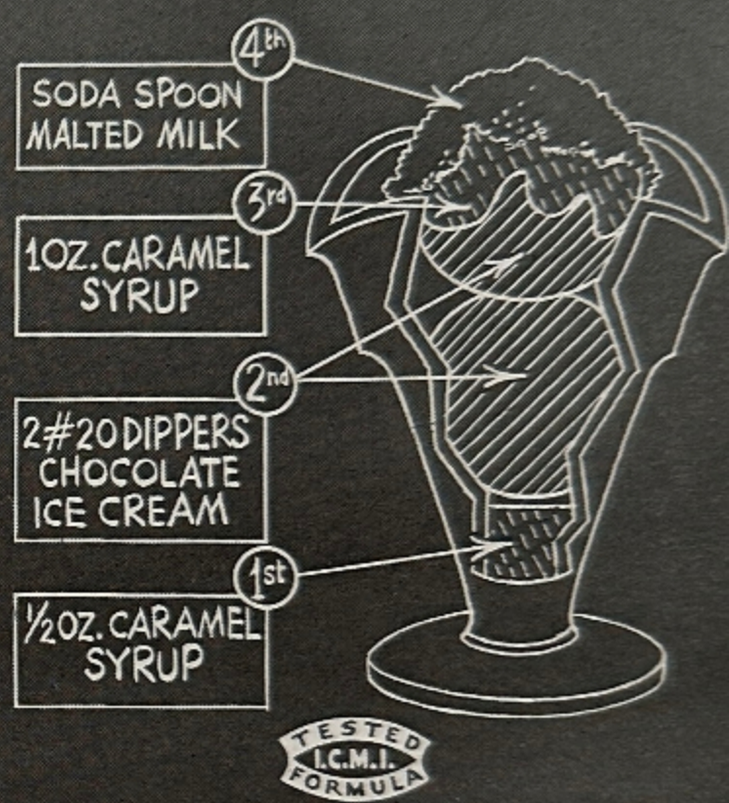
Peanut Butter Fudge Sundae

Ingredients: Vanilla Ice Cream, Peanut Butter Fudge, Salted Peanuts, Cherry.

Procedure: Into a crimped sundae dish, place ½ ounce Peanut Butter Fudge. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Peanut Butter Fudge. Top with salted peanuts and a cherry.

To make Peanut Butter Fudge Topping, use 1 pint Chocolate Syrup, 1 pound Peanut Butter, and ¼ pound Marshmallow.





Old Glory Sundae

Ingredients: Crushed Strawberries, Vanilla Ice Cream, Crushed Blueberries, Whipped Cream, Red Cherry.

Procedure: Into a crimped sundae dish, place ½ ounce crushed strawberries and 2 No. 20 dippers Vanilla Ice Cream. Top with 1 ounce crushed blueberries, and garnish with whipped cream and a red cherry.

Peanut Brittle Sundae

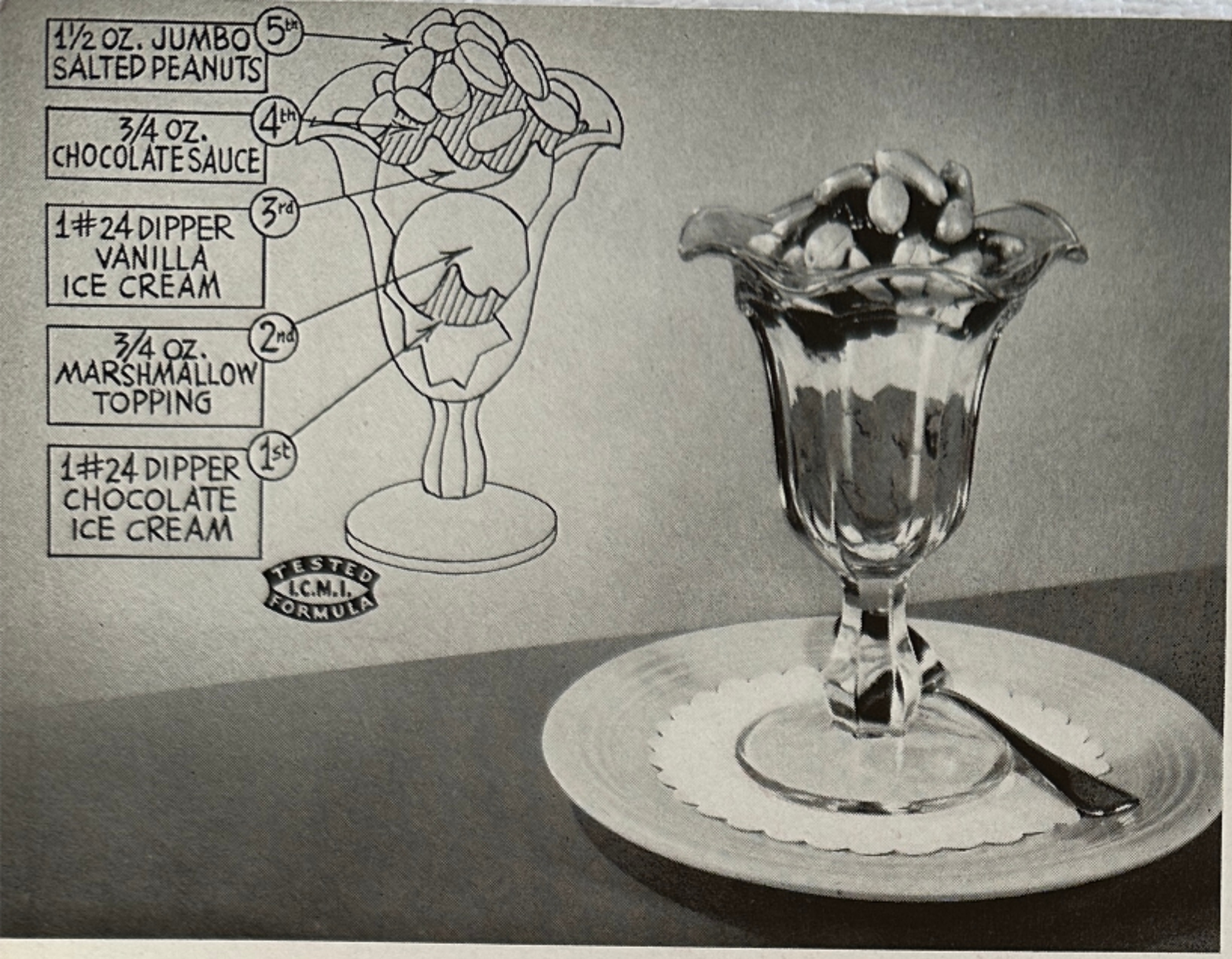
Ingredients: Chocolate Ice Cream, Peanut Brittle, Whipped Cream and a Cherry.

Procedure: Into a crimped sundae dish, put ½ ounce of peanut brittle. Add 2 No. 24 dippers of Chocolate Ice Cream. Cover with 1 ounce of peanut brittle. Decorate with whipped cream and top with a red cherry.

Dodgers' Sundae

Ingredients: Chocolate Ice Cream, Caramel Syrup, Malted Milk.

Procedure: Into the bottom of a crimped sundae dish, place ½ ounce Caramel Syrup. Add 2 No. 20 dippers of Chocolate Ice Cream. Top with 1 ounce Caramel Syrup. Sprinkle with a soda spoon of malted milk.



The Peanut Vendor

or Jumbo Peanut Sundae

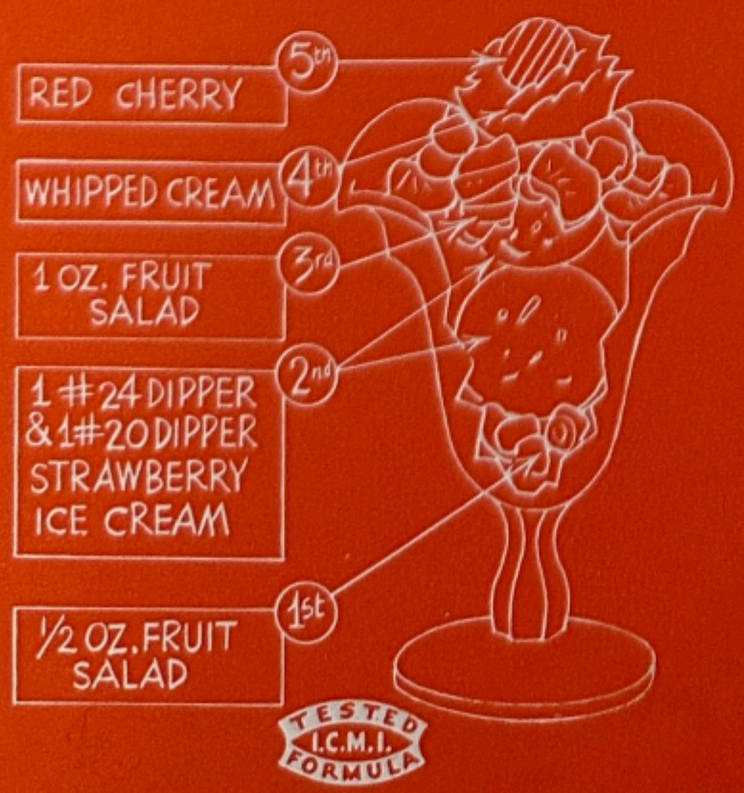
Ingredients: Chocolate Ice Cream, Vanilla Ice Cream, Marshmallow, Chocolate Sauce, Jumbo Salted Peanuts.

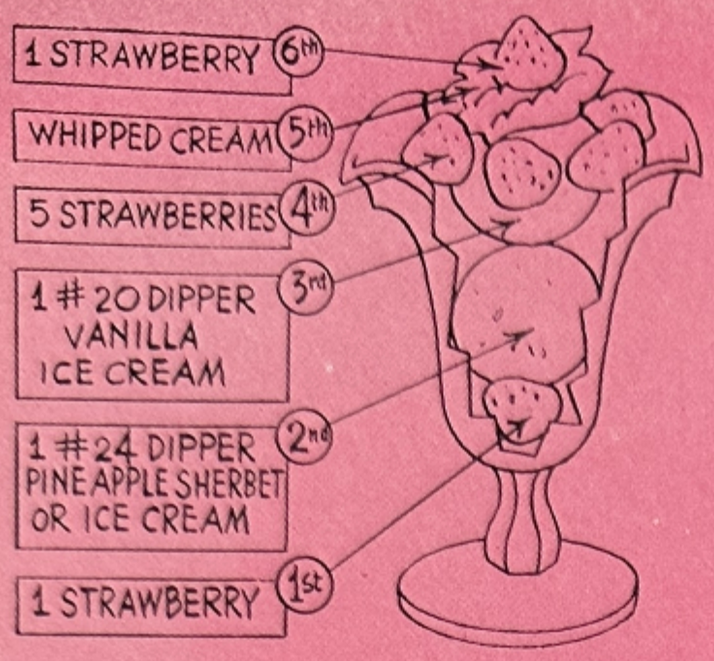
Procedure: Into a tulip sundae dish place a No. 24 dipper of Chocolate Ice Cream. Cover with ¾ ounce Marshmallow Topping. Add a No. 24 dipper of Vanilla Ice Cream, cover with ¾ ounce Chocolate Sauce. Cover all with 1½ ounces Jumbo Salted Peanuts.

Tutti Frutti Sundae

Ingredients: Strawberry Ice Cream, Fresh Fruit Salad, Whipped Cream and a Cherry.

Procedure: Into a tulip sundae dish, put ½ ounce fresh fruit salad. Add a No. 24 and a No. 20 dipper of Strawberry Ice Cream. Cover with 1 ounce of fresh fruit salad. Garnish with whipped cream and a red cherry.




1 STRAWBERRY 6th
WHIPPED CREAM 5th
5 STRAWBERRIES 4th
1 # 20 DIPPER VANILLA ICE CREAM 3rd
1 # 24 DIPPER PINEAPPLE SHERBET OR ICE CREAM 2nd
1 STRAWBERRY 1st

Procedure: In the bottom of a tulip dish, put one whole strawberry. Add a No. 24 dipper of Pineapple Sherbet, Pineapple or Vanilla Ice Cream. Top with a No. 20 dipper of Vanilla Ice Cream, and surround with 5 whole sugar-frosted fresh strawberries. Garnish with a small spiral of Whipped Cream and 1 whole sugar-frosted strawberry. *Frosted Strawberries:* Roll fresh whole strawberries in powdered sugar.

frosted STRAWBERRY sundae

"It's Ice Cream and Strawberry Time-SWING IN!"

Frosted Strawberry Sundae

An old favorite—in a modern dress!

Strawberry Sundae is an established favorite. You don't have to sell the idea of the taste combination—people already *like* strawberries with Ice Cream. Here's your chance to capitalize on that preference, with a new creation—the "Frosted" Strawberry Sundae.

Before you start selling, go into a huddle with your employees. Talk over the plans for merchandising. Make the sundae (formula above) and let each employee eat one!

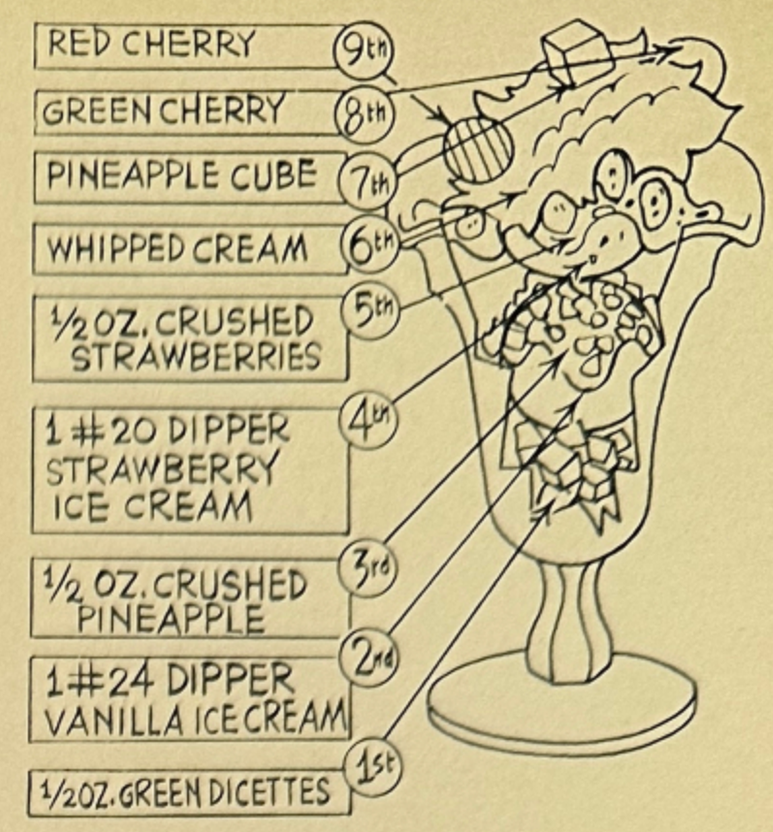
They can sell better if they're sold on the merchandise. Give them a build-up by taste. It will start 'em off peppy for aggressive merchandising.

Put up window posters in key locations. Make a back bar display of artificial sundaes. Use a couple of boxes of fresh strawberries, tipped to spill out berries, near Sundae display.

Attach clip-ons to your menus. Railroad dining service has found that color clip-ons sell specials *faster*. They will for you, too.

Don't forget the lapel badge on dispenser and waitress. It's a moving bill board!

Plan to have the window posters, menu clip-ons, and lapel badges "break" at the same time, and have your dispensers trained to make Frosted Strawberry Sundaes *right* every time.



Procedure: Into a tulip sundae dish put ½ ounce green pineapple dicettes. Add 1 No. 24 dipper of Vanilla Ice Cream. Cover with ½ ounce crushed pineapple. Add 1 No. 20 dipper Strawberry Ice Cream. Cover with ½ ounce crushed strawberries. Run a ribbon of whipped cream through the center, on top. In the center of the whipped cream, set a natural color pineapple cube; on one end, a green whole cherry; and, on the other end, a red whole cherry.★

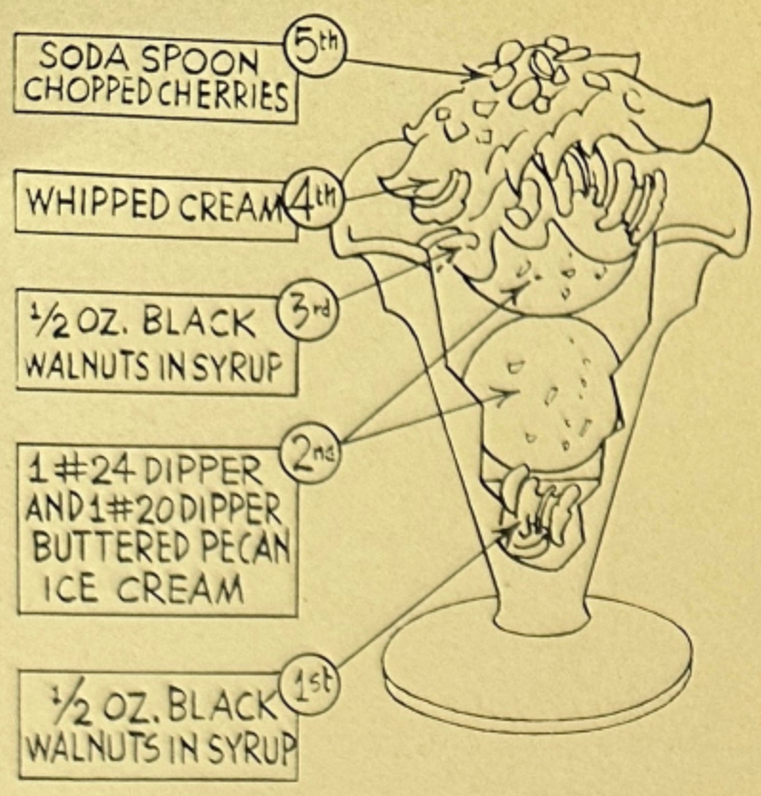
Strawberry Pineapple Sundae

"Stop and Go" . . . A Two-Tone Combination

"Stop—real eating pleasure from the word go" flashes the message of this fruit combination sundae to passersby through your store. Two favorite fruits join to give a taste-thrilling sundae—stop passing traffic with window posters, artificial sundaes displayed in a window set with fruit—real, artificial, or pictured. More bright signs on the back bar give the "go" signal to customers' choice. Menu clip-ons tie eye to appetite. Lapel badges on sales personnel add a "buy one" suggestion. This sundae *is* "real eating pleasure from the word *go*!" Go ahead with promotion!

★If green dicettes are not in stock, chopped green cherries may be substituted.

If you do not carry the natural color Pineapple cubes, you may put a dot of crushed pineapple in the decoration of this sundae, or cut a small cube from your regular stock of canned pineapple.



Procedure: Into a crimped sundae dish, place a half ounce of black walnuts in syrup. Add a No. 24 dipper of Buttered Pecan Ice Cream. Then, add a *No. 20* dipper of Buttered Pecan Ice Cream. Around the edge of the top of the Ice Cream, ladle ½ ounce of black walnuts in syrup. Top with whipped cream, a goodly portion, to represent an umbrella, and sprinkle with a soda spoon of red chopped cherries for the showers.

Double Nut Sundae

"Showered with Nuts"

Made of Buttered Pecan Ice Cream, Black Walnuts in Syrup, Chopped Red Cherries, Whipped Cream, Whole Red Cherry

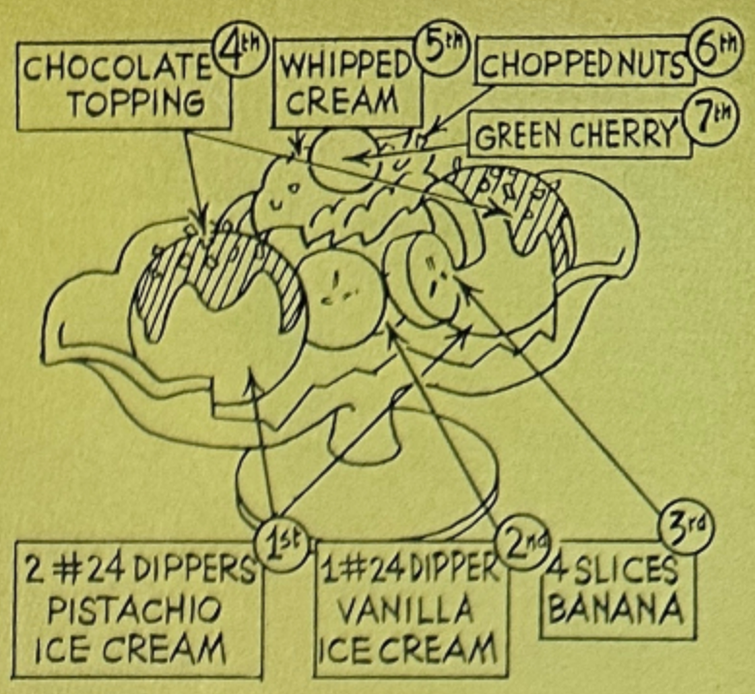
Crunchy-mellow—good. Customers will bet on this "daily double", nutted Ice Cream, topped with nuts, and you'll all be winners, for they'll have eating fun, and you'll have profits plus!

Put umbrella cut-outs, suggesting showers, on the mirror; jars of nuts in syrup arranged as a background for the artificial sundae display. Use colored window and back bar signs suggesting —menu clip-ons reminding, inviting.

Use a small printed invitation card to pass out to customers entering the store, calling their attention to the sundae, suggesting that they try one. Copy might read like this:

We invite you to enjoy
Our "Double Nut Sundae"
Special today at our
Ice Cream Department

Plan behind the line—Be sure your employees know what you are specialing!



Procedure: Into a duplex sundae dish place two No. 24 dippers of Pistachio Ice Cream and one No. 24 dipper of Vanilla Ice Cream (in the center). Surround the center mold of Ice Cream with four slices of banana. Dot each mold of Pistachio Ice Cream with a small amount of Chocolate Topping. Garnish the center mold with Whipped Cream and sprinkle chopped nuts over the entire combination. Place a green cherry in the center of the rosette of Whipped Cream.

If you do not have the Duplex or Twin Sundae Dish, this sundae may be made in your regular Banana Split Dish. Any other garnish may be substituted for the green cherry.

Banana Chocolate Nut Sundae

Made of Vanilla Ice Cream, Pistachio Ice Cream, Chocolate Topping, Sliced Bananas, Whipped Cream, Chopped Nuts, and a Green Cherry.

Three Ice Cream department favorites—chocolate, bananas, nuts, in a new combination to sell Ice Cream—served "twin style" for added merchandising flash.

Chocolate has the greatest public acceptance of any flavor you carry. Here is an opportunity to capitalize on that favorite flavor with two other fine "acceptance" items.

Using the twin dish enhances the money value eye-appeal of the generous portion of Ice Cream and gives full display to the nuts and banana.

The twin dish is not very costly and can be used to advantage to feature other sundaes and specials in your Ice Cream department.

In making a setting for the Banana Chocolate Nut Sundae, play up the green in your store display promotion. Green window background for setting artificial displays (use cut-out shamrocks if you are featuring for March).

Put up window posters, mirror strips, in eye-catching spots. Plug sales with colored menu clip-ons. "Tag" sales personnel in other store departments with lapel signs. Let every part of the store promotion give the message "Banana Chocolate Nut Sundae—as good as it looks—Try it!"

Ambrosia Sundae

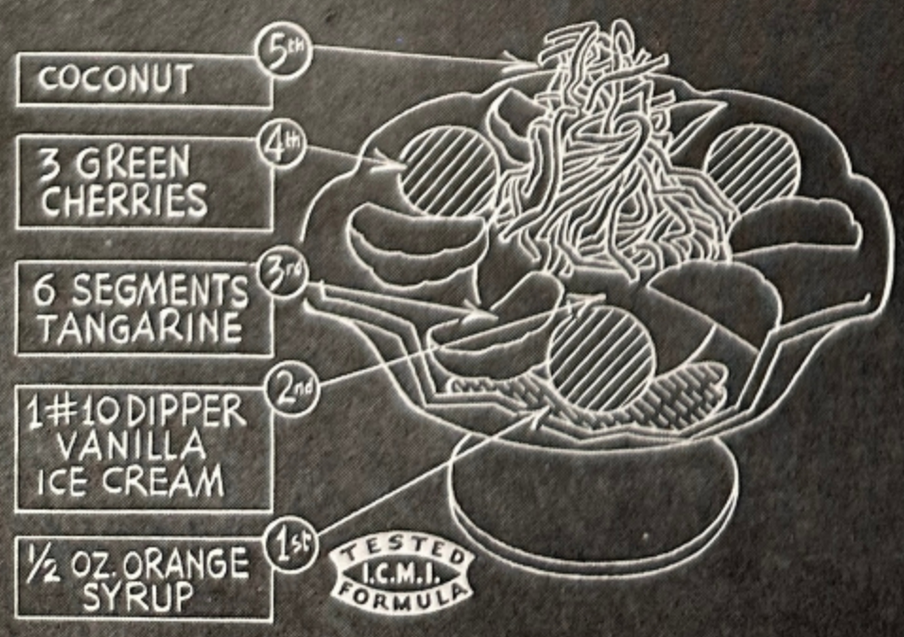
Ingredients: Vanilla Ice Cream, Tangerines, Orange Syrup, Shredded Coconut and three green cherries.

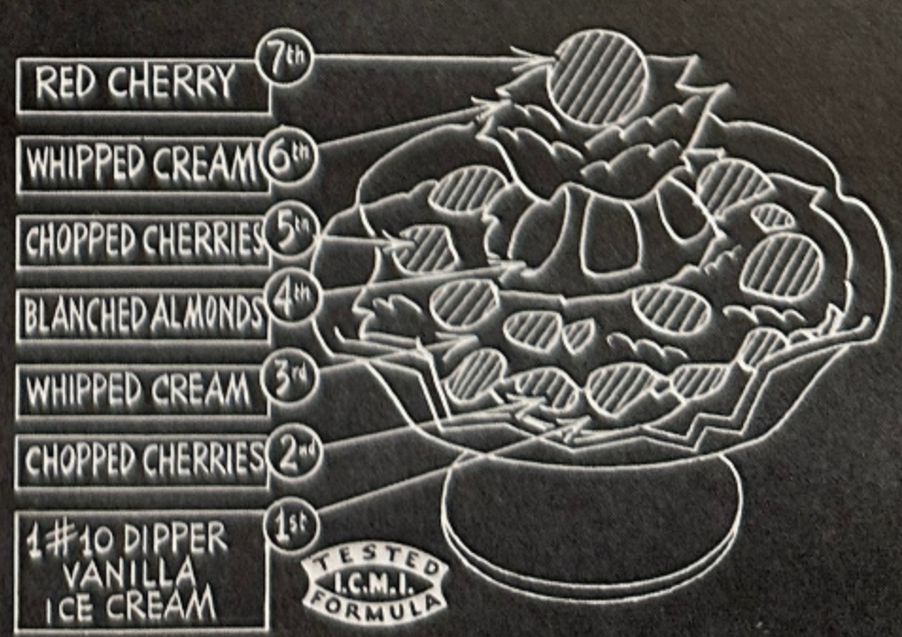
Procedure: Into a round sundae dish, put ½ ounce of orange syrup. Add 1 No. 10 dipper of Vanilla Ice Cream. Peel and seed tangerines. Place six segments of the tangerines star-wise away from Ice Cream. In between every two pieces of tangerine, place a green cherry using three cherries in all. Sprinkle with coconut.

Cherry Almond Snow

Ingredients: Vanilla Ice Cream, Crushed, Chopped, or Rings of Cherry, Blanched Almonds, Whipped Cream, Whole Cherry.

Procedure: Into a round dish, place a No. 10 dipper of Vanilla Ice Cream. Surround the bottom of the mold of Ice Cream with crushed, chopped, or rings of red cherries. Cover all the cherries with whipped cream—all around. Cover the mold of Ice Cream with a portion of blanched almonds. Sprinkle chopped cherries over the whipped cream. Top the mold of Ice Cream with a small rosette of whipped cream, and garnish with a whole red cherry.





Strawberry Orange Delight **Pep Tulip** **Strawberry Surprise**

S U N D A E S

Ingredients: Orange Sherbet or Orange-pineapple Ice Cream, Vanilla Ice Cream, Orange Syrup, Fresh Strawberries, Whipped Cream, and a Whole Strawberry.

Procedure: Into a tulip sundae dish, put ½ ounce of orange syrup. Add 1 No. 24 dipper of Vanilla Ice Cream and 1 No. 24 dipper of orange sherbet or Orange-pineapple Ice Cream. Cover with 1½ ounces of fresh strawberries. Decorate with whipped cream, and top with a whole strawberry.

Ingredients: Peppermint Stick Ice Cream, Chocolate Fudge, Whipped Cream, Green Cherry.

Procedure: Into a tulip sundae dish, put ½ ounce Chocolate Fudge and 2 No. 20 dippers Peppermint Stick Ice Cream. Cover with one ounce Chocolate Fudge. Decorate with whipped cream, and top with a green cherry.

Ingredients: Strawberry Ice Cream, Crushed Strawberries, Strawberry Syrup, Sliced Bananas, Whipped Cream, Chopped Nuts.

Procedure: Into a tulip sundae dish, put ½ ounce of the Strawberry Syrup. Add 2 No. 20 dippers of Strawberry Ice Cream. Cover with 1 ounce Crushed Strawberries. Surround with sliced bananas, and top with whipped cream. Sprinkle with chopped nuts.

"Georgia Belle" Sundae

It's Peaches 'N Ice Cream

Ingredients: Fresh Sliced Peaches, Peach Ice Cream, and Whipped Cream.

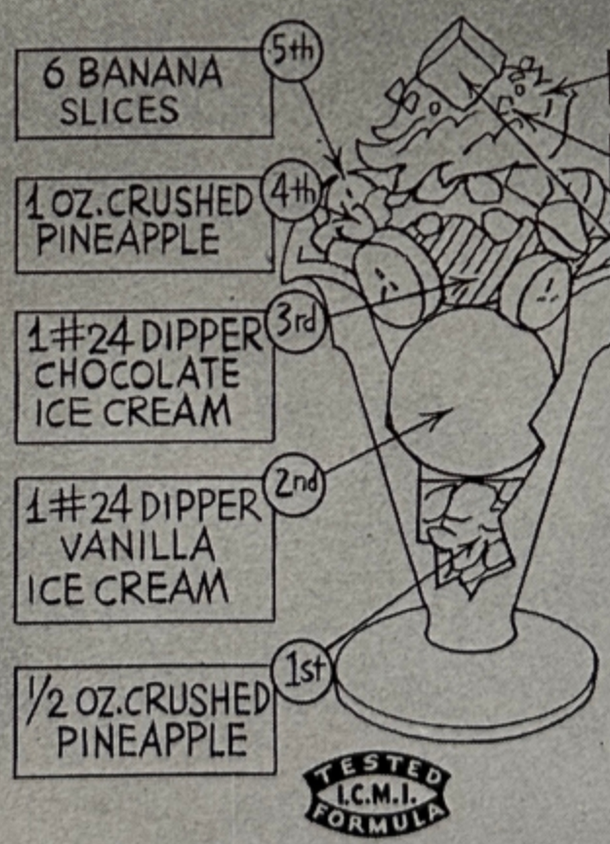
Procedure: Into a crimped sundae dish, put ½ ounce of fresh sliced peaches. Add 2 No. 24 dippers of peach Ice Cream. Cover with 1 ounce of fresh sliced peaches. Top with whipped cream, and garnish with one of the peach slices.

Banana Pineapple Delight

A Sundae for Everybody

Ingredients: Chocolate Ice Cream, Vanilla Ice Cream, Crushed Pineapple, Sliced Bananas, Whipped Cream, Chopped Nuts, Pineapple Cube.

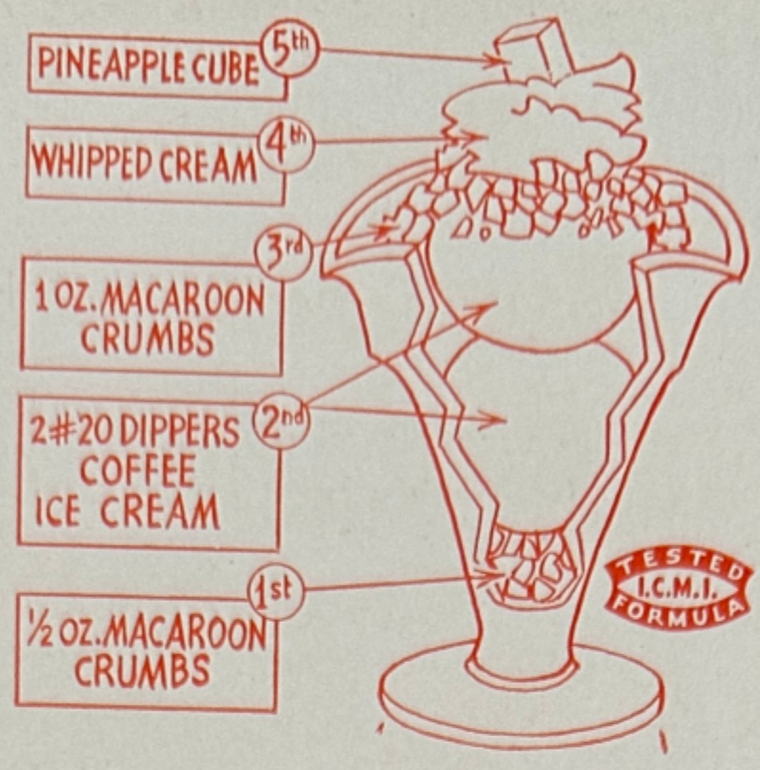
Procedure: Into a crimp sundae dish, put ½ ounce of crushed pineapple. Add 1 No. 24 dipper of Vanilla Ice Cream and 1 No. 24 dipper of Chocolate Ice Cream. Cover with 1 ounce of crushed pineapple and six banana slices. Decorate with whipped cream, top with chopped nuts and pineapple cube.



Coffee Maple Almond

Ingredients: Coffee Ice Cream, Maple Syrup, Salted Almonds, a Green Cherry.

Procedure: Into a crimped sundae dish, place ½ ounce of Maple Syrup. Add 2 No. 24 dippers Coffee Ice Cream, top with 1 ounce Maple Syrup, surround with Crisp Salted Almonds and garnish with a green cherry. (Maple or Chocolate Ice Cream may be substituted for the Coffee Ice Cream.)



Coffee-Mac

This Sundae is not too sweet

Ingredients: Macaroons, Coffee Ice Cream, Whipped Cream, Pineapple Cube. (Crumble the macaroons.)

Procedure: Into a Crimped sundae dish, put ½ ounce of Macaroon crumbs. Add 2 No. 20 dippers of Coffee Ice Cream. Cover with one ounce of macaroon crumbs. Decorate with whipped cream and top with a pineapple cube. (Maple or Butterscotch Ice Cream may be substituted for the Coffee Ice Cream.)

Almond Mocha

Ingredients: Chocolate Ice Cream, Coffee Marshmallow Topping, Salted Almonds, Whipped Cream, Red Cherry.

Procedure: Into a crimped sundae dish, place ½ ounce Coffee Marshmallow Topping, 2 No. 20 dippers of Chocolate Ice Cream. Top with 1½ ounces Coffee Marshmallow Topping and Salted Almonds. Garnish with whipped cream and a red cherry.

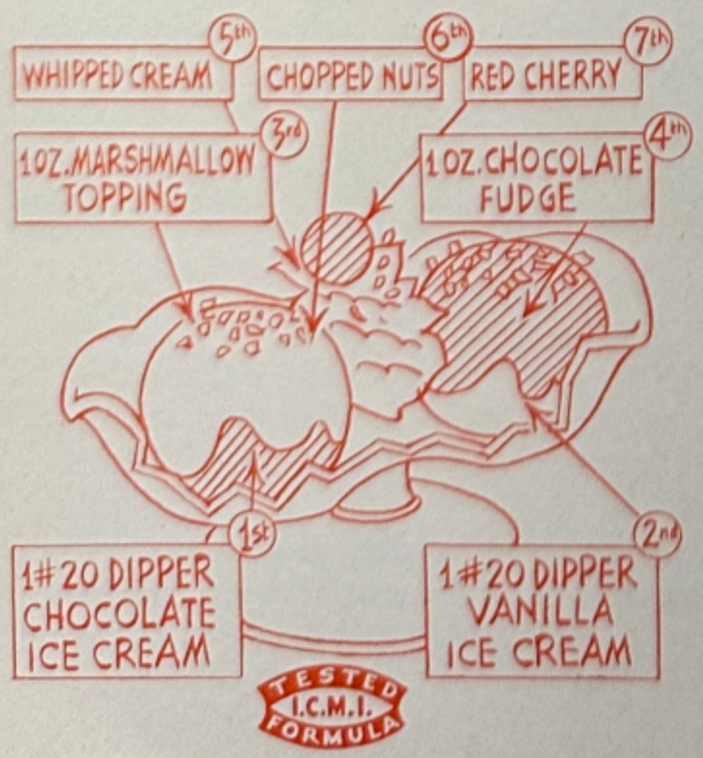
Feature
Coffee Sundaes

Twin Sundaes

Black and White

Ingredients: Vanilla Ice Cream, Chocolate Ice Cream, Marshmallow Topping, Chocolate Fudge, Whipped Cream, Chopped Nuts, and Maraschino Cherry.

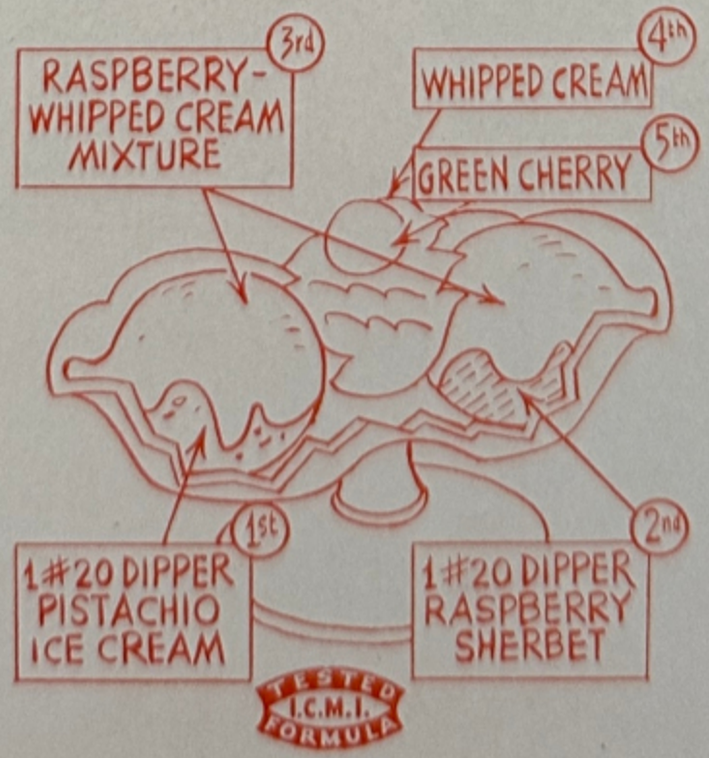
Procedure: Into a duplex sundae dish place 1 No. 20 dipper each of Chocolate and Vanilla Ice Cream. Cover the Chocolate Ice Cream with 1 ounce Marshmallow Topping and the Vanilla Ice Cream with 1 ounce Chocolate Fudge. Garnish with a rosette of whipped cream in the center and sprinkle chopped nuts over it. Insert a Maraschino Cherry.



Happy Pair

Ingredients: Pistachio Ice Cream or Green Mint Ice Cream, Raspberry Ice or Sherbet, Black Seedless Raspberry Fruit Special, Whipped Cream and a Green Cherry.

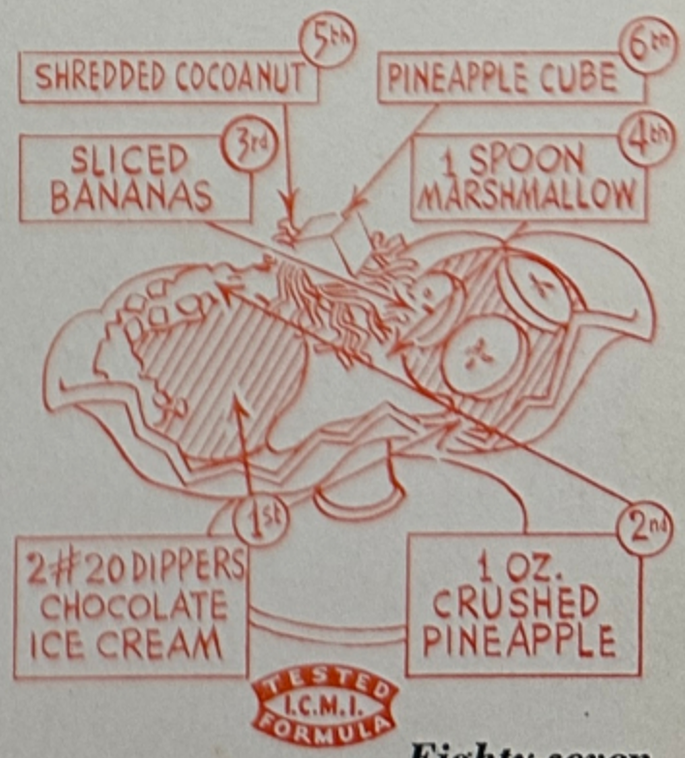
Procedure: Into a twin sundae dish, put 1 No. 20 dipper of Pistachio or Green Mint Ice Cream and 1 No. 20 dipper of Raspberry Ice or Sherbet. Mix one ounce of the seedless raspberry fruit into 2 tablespoons of whipped cream. Garnish both molds with this mixture. Decorate with whipped cream and a green cherry.



Hawaiian

Ingredients: Chocolate Ice Cream, Crushed Pineapple, Sliced Bananas, Shredded Cocoanut, Marshmallow Topping and a Pineapple Cube.

Procedure: Into a twin sundae dish, put 2 No. 20 dippers of Chocolate Ice Cream. Over one mold of Ice Cream, place 1 ounce crushed pineapple—over the other, some sliced bananas. In between the two molds of Ice Cream, a spoon of marshmallow. Sprinkle shredded cocoanut over the marshmallow, top with a pineapple cube.

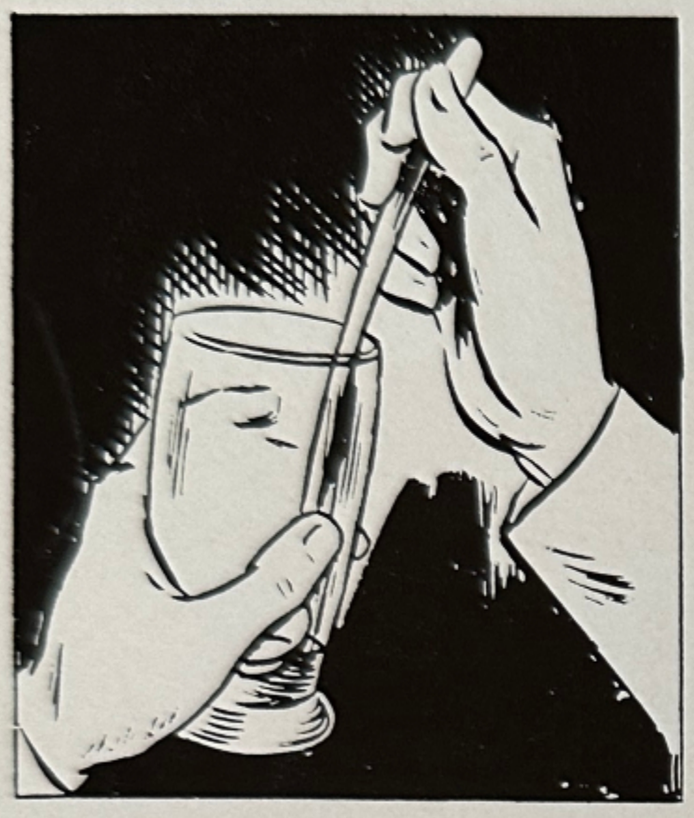


Making an

ICE CREAM SODA

Into a soda glass put the syrup. Stir in this a soda spoon of Ice Cream or whipped cream. Fill glass three-fourths full with fine stream carbonated water. Float into the carbonated mixture a good portion of Ice Cream. Add a small amount of the flavor to the side of glass. If glass is not full, then add carbonated water as needed.

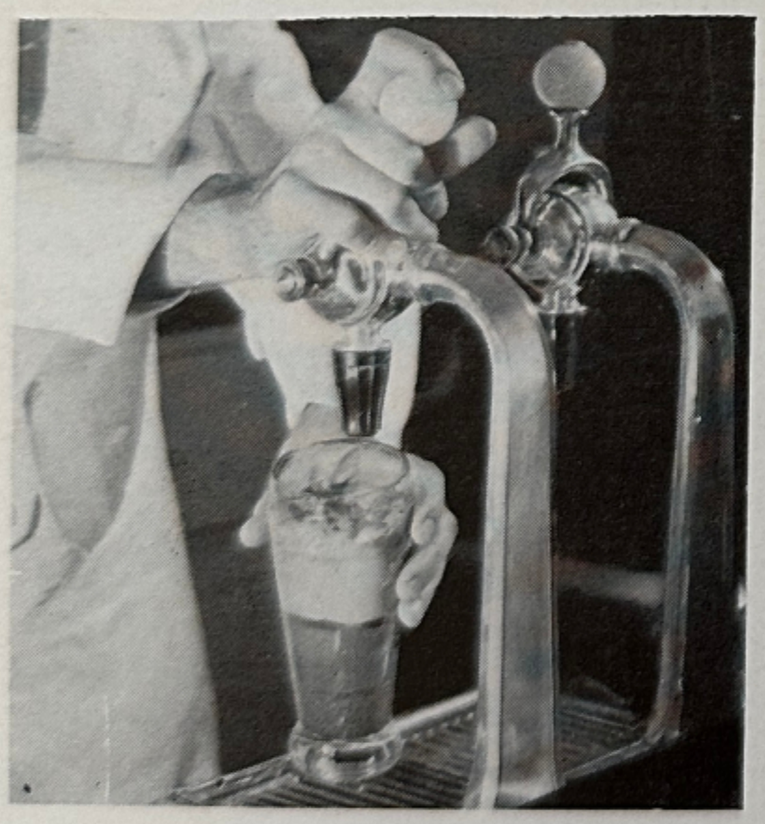
In many sections of New England fluid 20% cream is used in Ice Cream Sodas instead of whipped cream—1½ ounces to the soda.



1. Into a soda glass dispense 1½ ounces of crushed fruit or syrup. Into this, stir one soda spoon whipped cream or Ice Cream.

2. *PRECAUTION*. Unless carbonated water has been recently used, and to assure cold, sparkling soda, draw off and discard a glassful.

3. Turn glass in circular motion while adding fine stream carbonated water, directed to the side of tilted glass, until glass is three-fourths full. Fine stream blends flavor and carbonated water.



4. When drawing the fine stream carbonated water, place hand over right hand side of draft arm faucet. This gives wrist control rather than arm control and prevents splattering.

5. When glass is three-fourths full, float into carbonated mixture a generous portion of Ice Cream.

6. Add small amount of syrup to side of glass. If glass is not full, add carbonated water as needed. Whipped cream or other garnish may be added.

You now have a soda that has been skillfully prepared. It is a real business-builder. Enhance its eye appeal with whipped cream and a bright red cherry, pineapple cube, sprig of mint, or other suitable garnish, if the selling price justifies.

Customer survey shows only 7 out of a hundred customers are now buying Ice Cream sodas—yet real *profits come to your soda fountain with every purchase.*

Surely more people could be induced to enjoy Ice Cream Sodas, if more enthusiastic effort is put behind them.

Make *and* Merchandise *zesty, flavorsome, accurately-combined Ice Cream sodas in a variety of flavors.*

Increase sales in the Ice Cream Soda field for greater net profits at the soda fountain.

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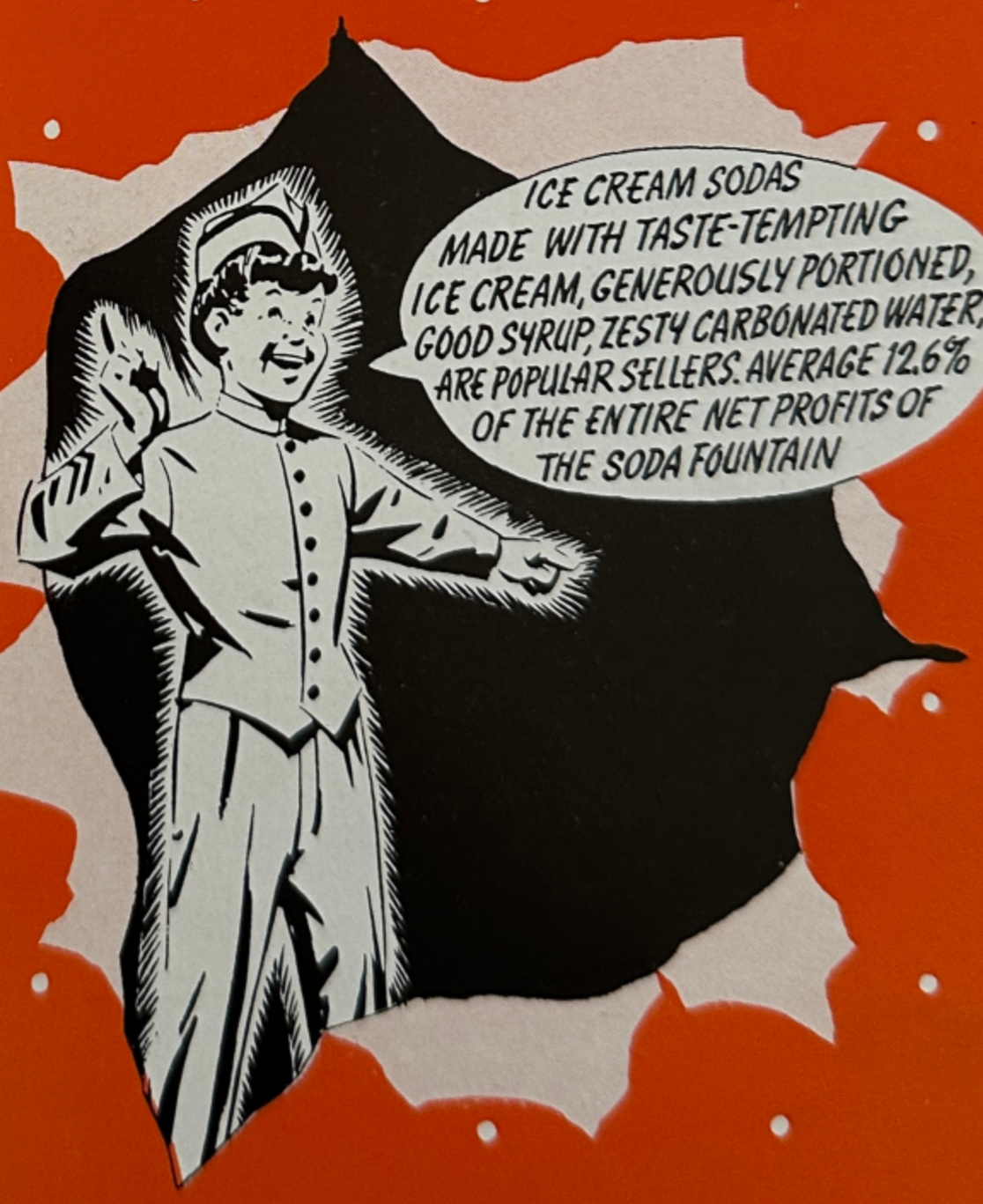
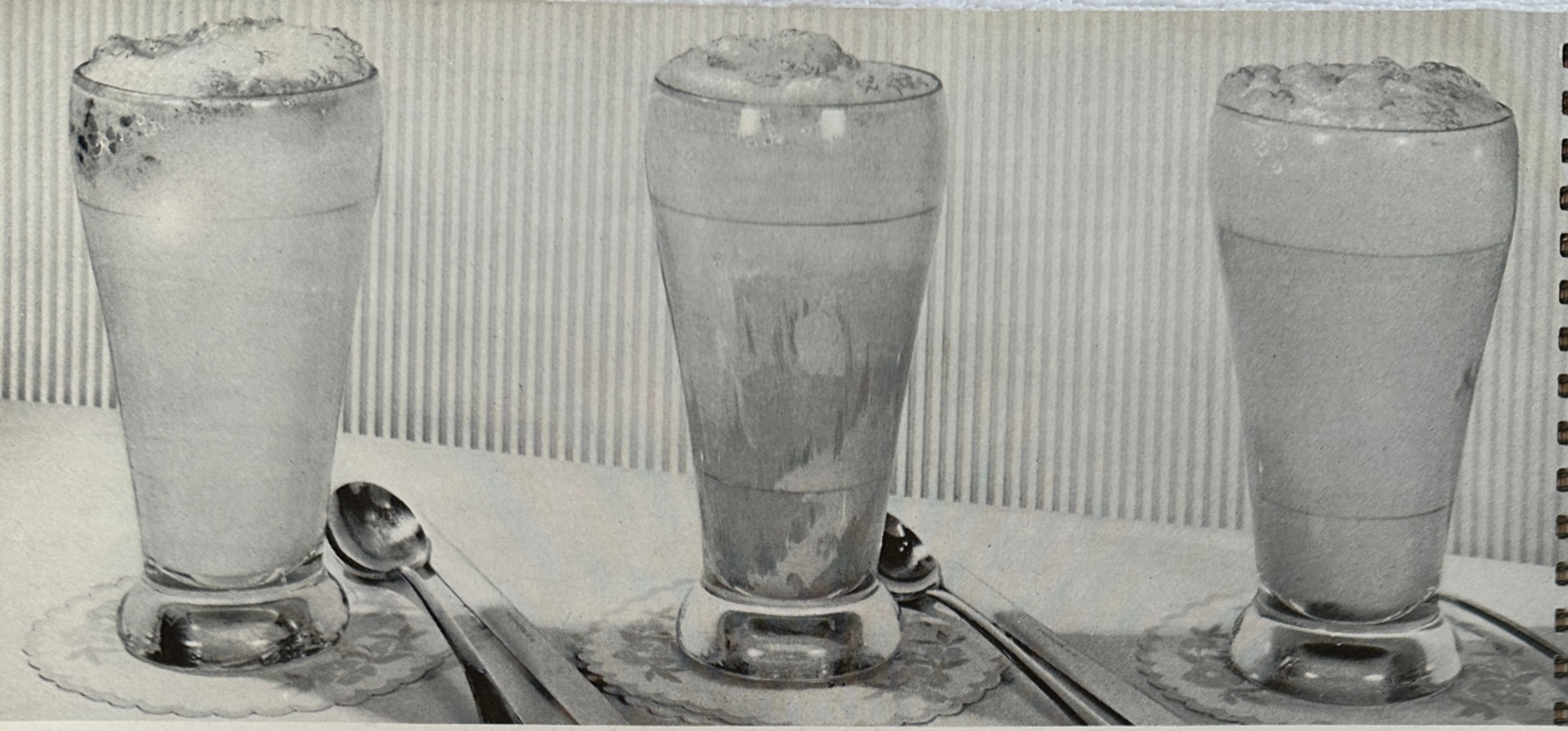
ICE CREAM SODAS


ICE CREAM SODAS MADE WITH TASTE-TEMPTING ICE CREAM, GENEROUSLY PORTIONED, GOOD SYRUP, ZESTY CARBONATED WATER, ARE POPULAR SELLERS. AVERAGE 12.6% OF THE ENTIRE NET PROFITS OF THE SODA FOUNTAIN



Cherry Mash

Ingredients: Vanilla or Cherry Ice Cream, Crushed Cherries, and Cherry Mash Syrup.

Procedure: Into a soda glass, put 1 ounce of Cherry Mash Syrup. Add a spoonful of Ice Cream, and blend into the syrup. Add fine stream of carbonated water until the glass is three-fourths full. Float into the carbonated mixture 2 No. 20 dippers of Vanilla or Cherry Ice Cream. Add a small amount of crushed cherries to side of glass.

Note: If glass is not full, then add carbonated water as needed.

Vanilla Scotch

Ingredients: Vanilla Syrup, Butterscotch Revel Ice Cream, Whipped Cream, Carbonated Water.

Procedure: Into a soda glass, put 1½ ounces of Vanilla syrup. Stir into this a soda spoon of Ice Cream or whipped cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Butterscotch Revel Ice Cream. Add small amount of vanilla syrup to the side of glass.

Note: If glass is not full, then add carbonated water as needed.

Caramel Nut

Ingredients: Caramel Syrup, Buttered Pecan Ice Cream, Whipped Cream, Carbonated Water.

Procedure: Into a soda glass, put 1½ ounces of caramel syrup. Stir into this a soda spoon of Ice Cream or whipped cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Butter-Pecan Ice Cream. Add small amount of caramel syrup to the side of glass.

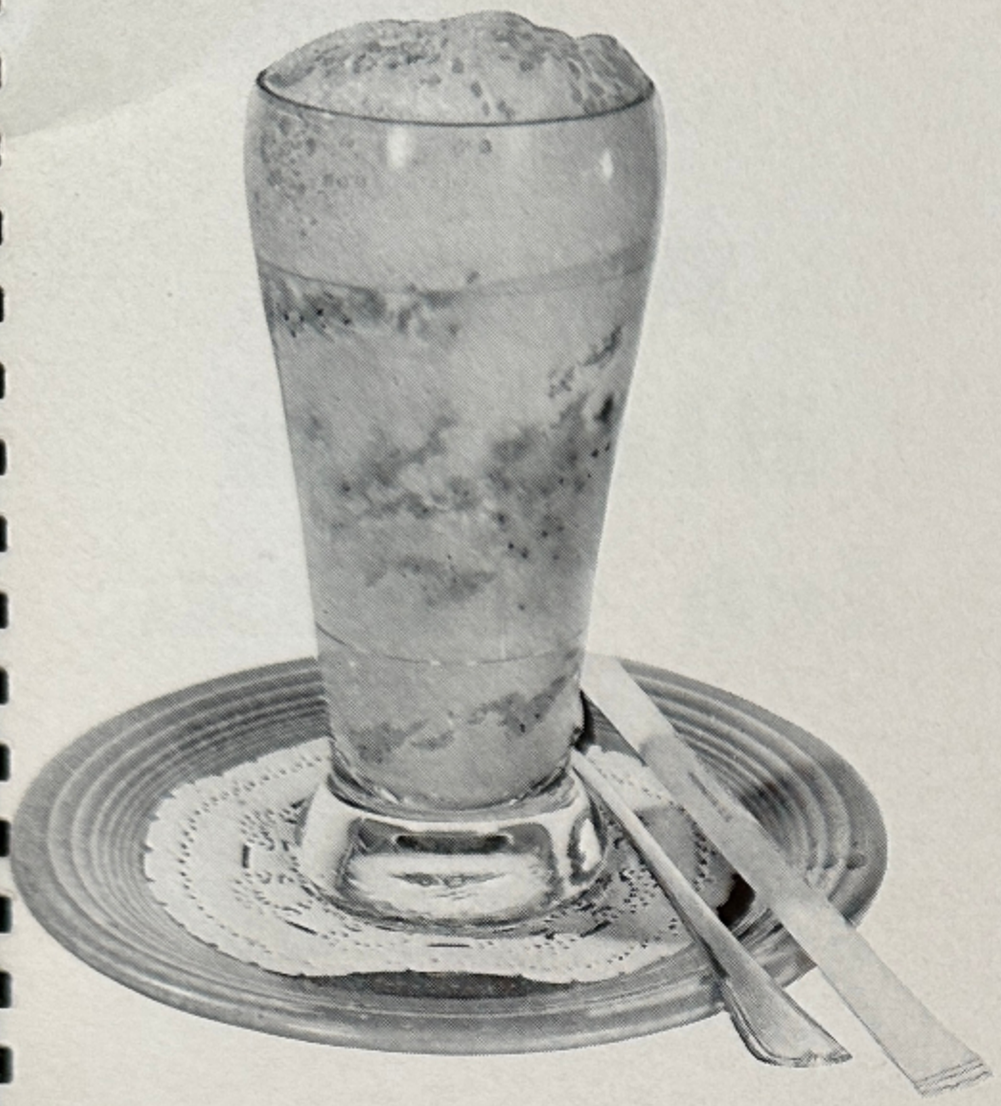
Note: If glass is not full, then add carbonated water as needed.

ICE CREAM SODAS

Cherry Mash Ice Cream Soda

Vanilla Scotch Ice Cream Soda

Caramel Nut Ice Cream Soda

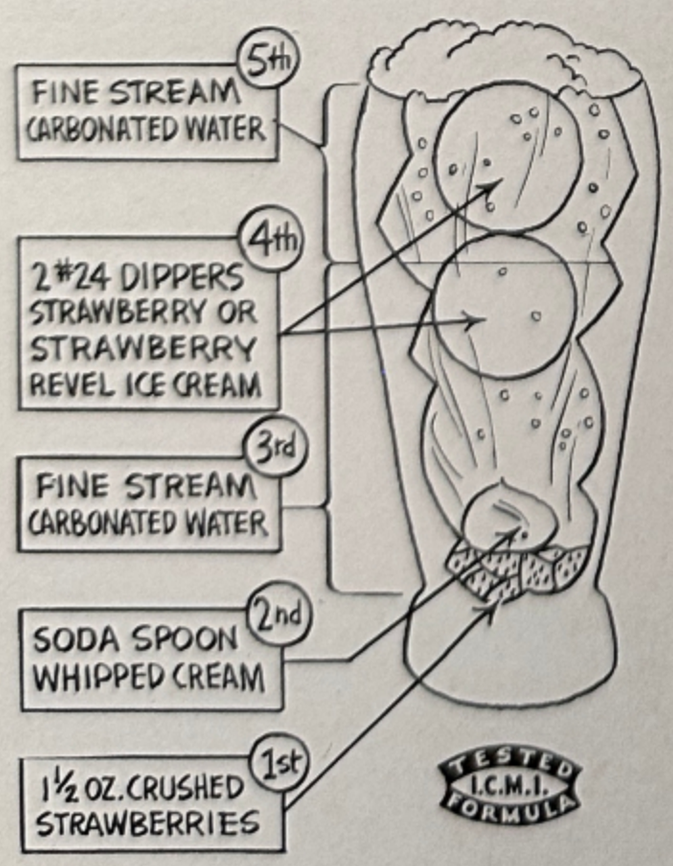


Strawberry Patch Ice Cream Soda

Ingredients: Crushed Strawberries, Strawberry Revel or Strawberry Ice Cream, Whipped Cream, Carbonated Water.

Procedure: Into a 14-ounce soda glass put 1½ ounces of crushed strawberries. Stir into this a soda spoon of whipped cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Strawberry Revel or Strawberry Ice Cream. Add small amount of crushed strawberries to side of glass.

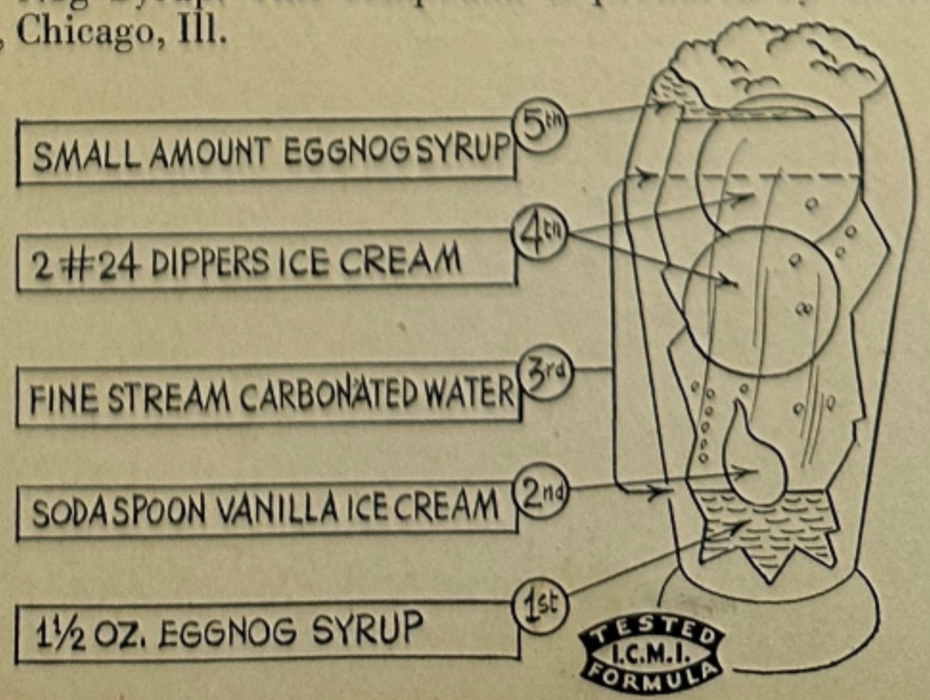
Note: If glass is not full, then add carbonated water as needed.



Egg Nog Ice Cream Soda

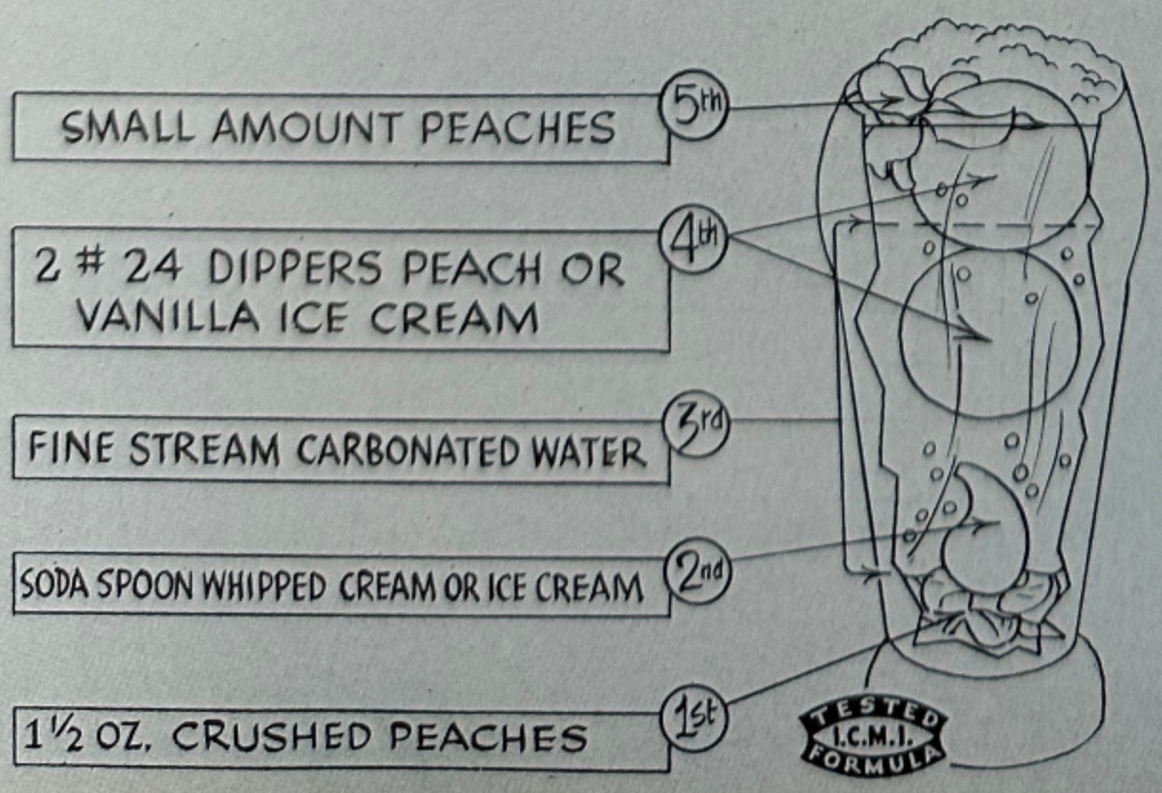
Procedure: Into a 14-ounce soda glass put 1½ounces Egg Nog Syrup, and one heaping soda spoon Vanilla Ice Cream. Blend syrup and Ice Cream into a smooth mixture. Fill glass three-fourths full with fine stream carbonated water. Float into carbonated mixture two No. 24 dippers of Egg Nog or Vanilla Ice Cream. Add small amount of egg nog syrup to side of glass. Note: If glass is not full, add carbonated water as needed.

In our experiments we used a compound for making the Egg Nog Syrup. This compound is produced by Bowey's, Inc., Chicago, Ill.



Procedure: Into a 14-ounce soda glass put 1½ ounces of crushed fresh or frozen peaches. Stir into this a soda spoon of Ice Cream or whipped cream. Fill glass three-fourths full with fine stream carbonated water. Float into the carbonated mixture 2 No. 24 dippers of fresh peach or vanilla Ice Cream. Add small amount of peaches to side of glass.

Note—If glass is not full, then add carbonated water as needed.



Peach Blossom Ice Cream Soda

Delicate as a peach blossom, refreshas the sun-colored juicy peach itself—the sparkling Peach Blossom Ice Cream Soda is a thrill in coolness, in smooth delight.

Promote Peach Blossom from decorated window—bowered with blossoms (artificial sprays can be easily procured). Flash of brilliant window and back bar strips signal the buyer's eye, with menu clip-ons and lapel badges, to point the way to buy. You'll "break par" in sales if you merchandise Peach Blossom. Grand flavor—a great drink!

People have been known to ride miles for a dish of good Peach Ice Cream, or a good Peach Ice Cream Soda. You can have them riding to *you* if you merchandise the Peach Blossom Ice Cream Soda.

Peaches give many merchandising ideas—so colorful—so well liked by many.

Artificial peach blossoms scattered through the store create attention compelling atmosphere focused toward your Ice Cream promotion.

Put a peach blossom above the lapel tag on waitress and dispenser. Attracts —and carries a message.

Golden Glow Soda

Your signs sell the first one—then it sells itself!

Golden Glow Soda looks so good, the name's so teasing—customers just have to buy—if you tell them you have it!

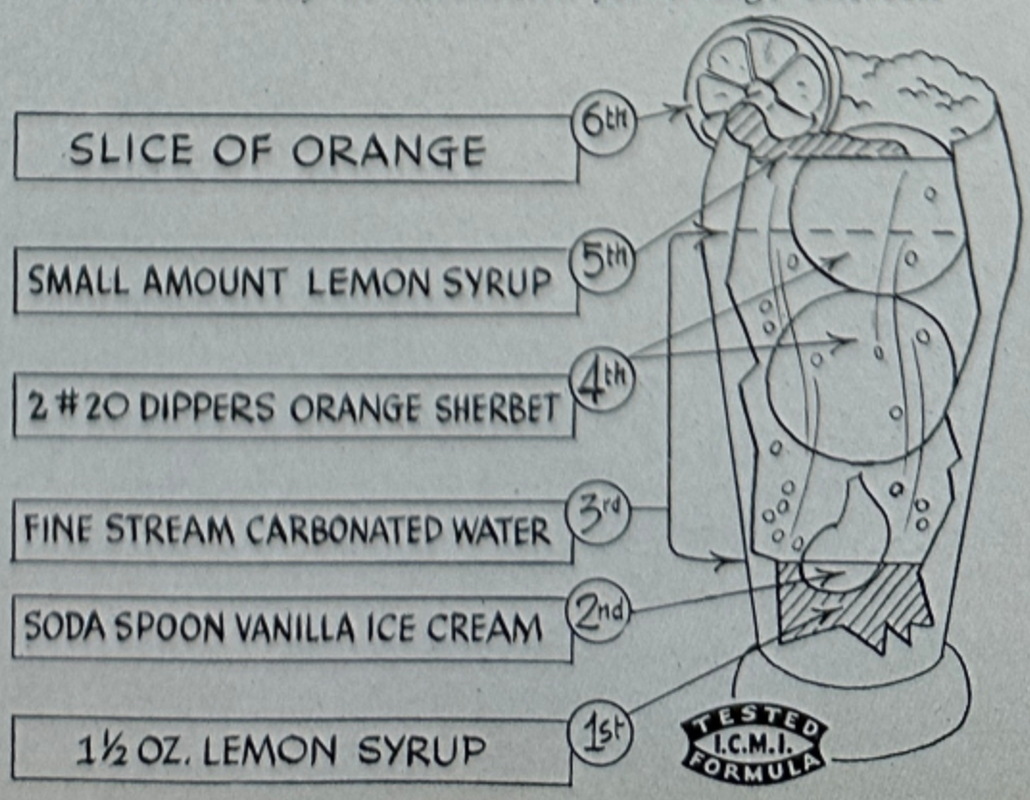
Extra cool—that's the sherbet. Extra colorful—that's the fruity body. Extra good—that's the way it's made.

Here is an outlet for a lot of sherbet sales. If you wish, of course, orange-pineapple Ice Cream may replace sherbet—makes a swell soda either way. Here's the chance to tap the beverage market, up your check-average, and give the customer something extra good. Don't pass it by.

Merchandise Golden Glow Soda. Build back bar displays of fresh fruits—a window, too. Poster—menu clip-on—lapel badge—let them all flash "Golden Glow Soda". It's an extra profit maker.

Procedure: Into a 14-ounce soda glass place 1½ ounces Lemon Syrup and a spoon of Vanilla Ice Cream. Blend the syrup and Ice Cream together thoroughly. Add fine stream of carbonated water until the glass is three-fourths full. Float into the carbonated mixture 2 No. 20 dippers of Orange Sherbet.* Add a small amount of lemon syrup to the side of glass. Garnish with a slice of Orange. Note—If glass is not full, add carbonated water as needed.

**If desired, Orange, Vanilla or Orange-Pineapple Ice Cream may be substituted for Orange Sherbet.*



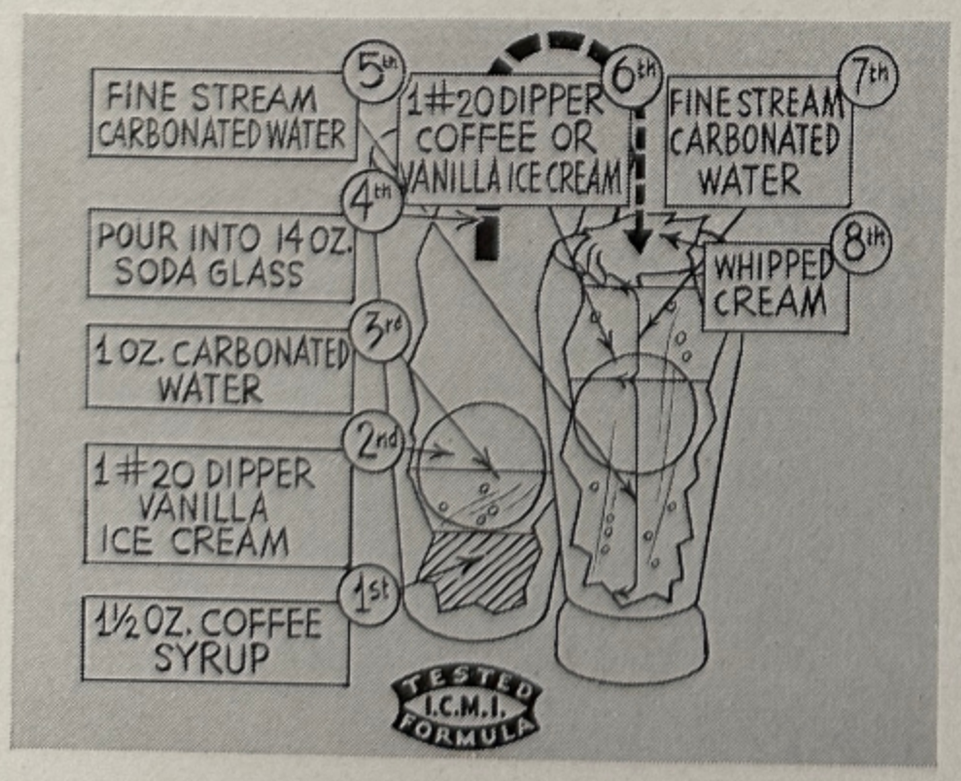
Frosted Coffee Ice Cream Soda

Ingredients: Coffee Syrup, Coffee or Vanilla Ice Cream, Carbonated Water.

Procedure: Into a mixing cup, put 1½ ounces coffee syrup, 1 No. 20 dipper Coffee or Vanilla Ice Cream, 1 ounce carbonated water. Mix on the mixing machine only long enough to blend ingredients.

Pour mixture into a 14-ounce soda glass. Add fine stream carbonated water until the glass is ¾ full. Float into carbonated mixture 1 No. 20 dipper Coffee or Vanilla Ice Cream. Add small amount of coffee syrup to the side of glass. Garnish with whipped cream.

Note: If glass is not full, then add carbonated water as needed.



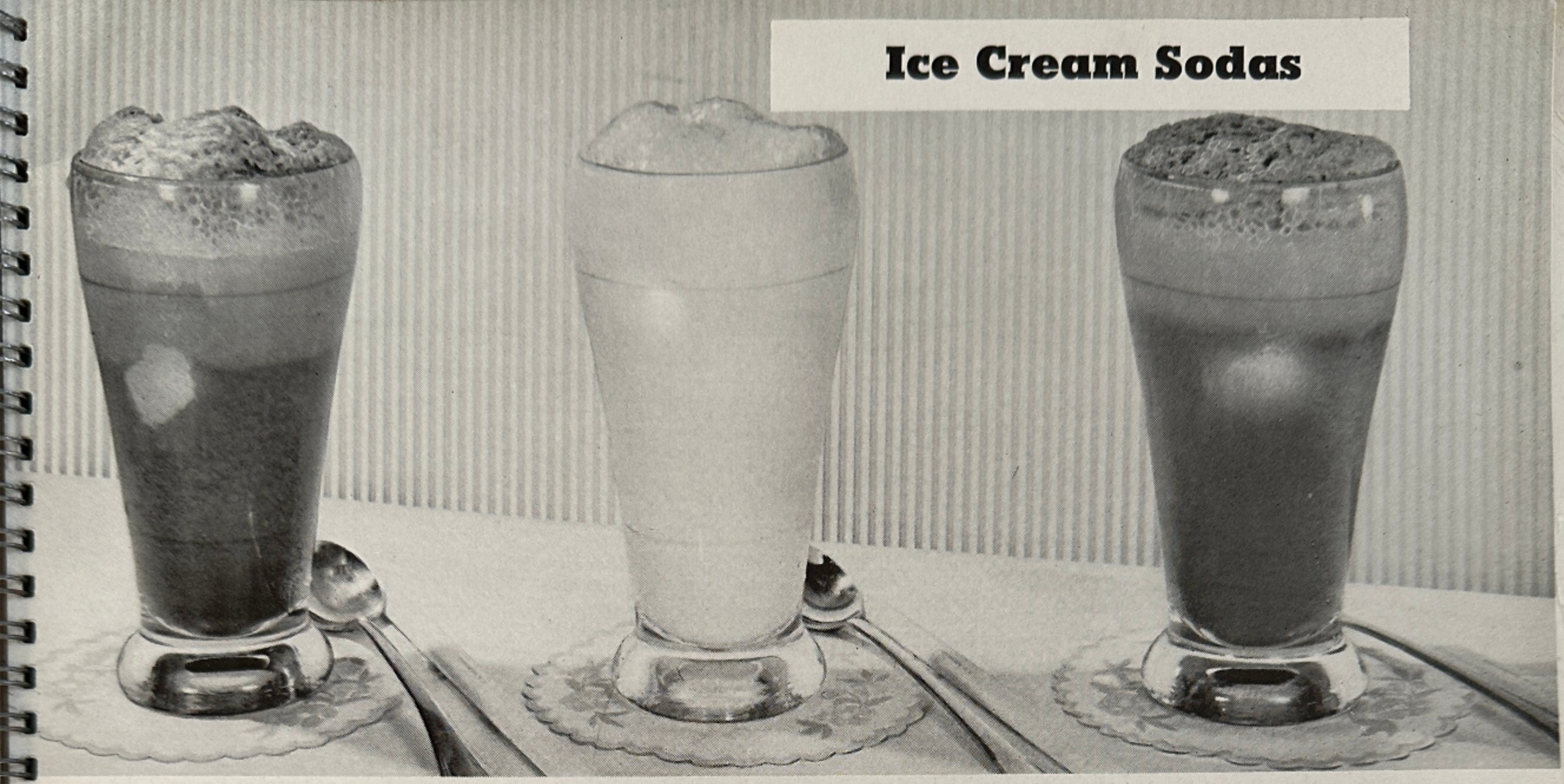
Chocolate Banana Ice Cream Soda

Ingredients: Chocolate syrup, Vanilla Ice Cream, Carbonated Water, Sliced Bananas.

Procedure: Into a 14-ounce soda glass, put 1 ounce of chocolate syrup. Stir into this a soda spoon of Ice Cream. Fill ¾ full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. Add a small amount of chocolate syrup to the side of glass. Top with 5 slices of banana.

Note: If glass is not full, then add carbonated water as needed.

Ice Cream Sodas



Bittersweet Chocolate

Ingredients: Bittersweet Syrup, Chocolate Ice Cream, Whipped Cream, Carbonated Water.

Procedure: Into a 14-ounce soda glass, put 1½ ounces of bittersweet syrup. Stir into this a soda spoon of Ice Cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Chocolate Ice Cream. Add a small amount of bittersweet syrup to the side of glass. Top with whipped cream.

Note: If glass is not full, then add carbonated water as needed.

Lemon Banana

Ingredients: Lemon Syrup, Banana Ice Cream, Carbonated Water.

Procedure: Into a 14-ounce soda glass, put 1½ ounces of lemon syrup. Stir into this a soda spoon of Ice Cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Banana Ice Cream. Add small amount of lemon syrup to the side of glass.

Note: If glass is not full, then add carbonated water as needed.

Chocolate Butternut

Ingredients: Chocolate Syrup, Whipped Cream, Butter-Pecan Ice Cream, Carbonated Water.

Procedure: Into a 14-ounce soda glass, put 1½ ounces of chocolate syrup. Stir into this a soda spoon of whipped cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Butter-Pecan Ice Cream. Add a small amount of chocolate syrup to the side of glass.

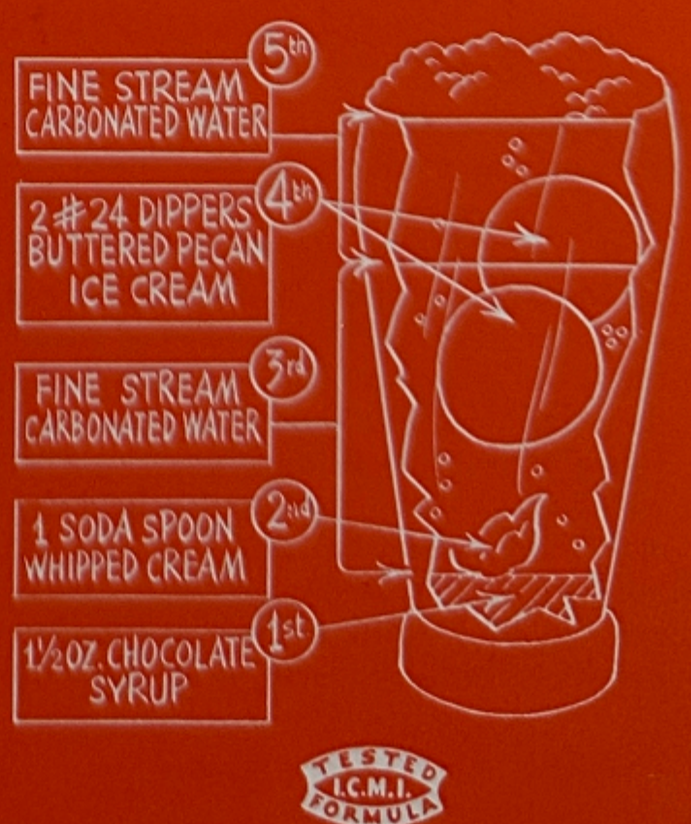
Note: If glass is not full, then add carbonated water as needed.

FINE STREAM CARBONATED WATER 5th
WHIPPED CREAM 6th
2 #24 DIPPERS CHOCOLATE ICE CREAM 4th
FINE STREAM CARBONATED WATER 3rd
1 SODA SPOON ICE CREAM 2nd
1½ OZ. BITTERSWEET SYRUP 1st
TESTED I.C.M.I. FORMULA

Bittersweet Chocolate Ice Cream Soda

FINE STREAM CARBONATED WATER 5th
2 #24 DIPPERS BANANA ICE CREAM 4th
FINE STREAM CARBONATED WATER 3rd
1 SODA SPOON ICE CREAM 2nd
1½ OZ. LEMON SYRUP 1st
TESTED I.C.M.I. FORMULA

Lemon Banana Ice Cream Soda


FINE STREAM CARBONATED WATER 5th
2 #24 DIPPERS BUTTERED PECAN ICE CREAM 4th
FINE STREAM CARBONATED WATER 3rd
1 SODA SPOON WHIPPED CREAM 2nd
1½ OZ. CHOCOLATE SYRUP 1st
TESTED I.C.M.I. FORMULA

Chocolate Butternut Ice Cream Soda

CARBONATION

The subject of carbonation is one of the most easily understandable, yet most misunderstood, of subjects in connection with the operation of the modern soda fountain. Without attempting to evaluate the importance of good carbonation as compared with that of any other essential of the soda fountain, let it suffice to say that no soda fountain can hope to succeed unless it has proper carbonation and proper carbonation means the complete saturation of water with carbonic gas. The buying public wants drinks that are dispensed with highly charged water . . . that are sparkling, pungent, thirst-quenching and satisfying to the palate. Properly carbonated drinks bring out the full flavor of the drink, making it zestful, tangy and satisfying. Poorly carbonated drinks are flat and tasteless.

Thus, a relationship can easily be set up between the quality of the carbonated drinks dispensed at a fountain and the business-building, profit-creating possibilities of that fountain. Let us then examine the subject of carbonation; see what it is and what is needed to obtain it. Broadly, the essentials for good carbonation are 1. A supply of carbonic gas; 2. A carbonator; and 3. A water supply. Other factors, of course, enter into the picture, but let us examine these three first.

The Gas Supply

Is good carbonation hard to secure? The answer to that may have been yes" when Granddaddy was dispensing his first sodas. After all, granddad had to perform the entire operation by the sweat of his brow. First he had to make the gas, using marble dust and acid; then laboriously "rock" the soda tank containing the gas and water until the water was carbonated (or his back broken). And even then, after all that labor no two of his beverages were alike in gas content—and it takes "uniform" drinks to build volume.

Today—good carbonation is easy to secure. First of all, manufacturers of carbonic gas have done an excellent job in supplying pure, odorless and tasteless carbonic gas in cylinders that are convenient and easy to handle and attractive in appearance. Since the cost of the gas is by far the smallest item in the cost of manufacture of a carbonated fountain drink, there need be no hesitancy about getting the finest gas obtainable, and manufacturers have nationwide networks of plants to assure deliveries regardless of where a store may be located.

So, in achieving good carbonation, there are no problems to be encountered so far as the supply of carbonic gas is concerned.

The Carbonator

Manufacturers of present day carbonators have so perfected their product from the standpoint of dependable operation, gas saving features and high quality carbonation that the modern store can ill-afford to maintain an overage machine. The savings to be made in gas consumption, and through the elimination of expensive service calls, replacement parts, and the delays occasioned by breakdowns, ordinarily will go far toward paying the cost of a new carbonator; and the business to be gained by an improved product, for which a new machine can be responsible, more than offsets any possible advantage of retaining an outmoded machine.

The carbonator is rightly known as the heart of the soda fountain, because without it, the soda fountain cannot function. Just a casual survey of the operation of almost any fountain reveals that the overwhelming majority of items sold over the fountain contains carbonated water.

Therefore, in the preparation of carbonated drinks, the second essential—a good carbonator—is easily satisfied.

The Third Essential—Water

The third essential for carbonation is, of course, a supply of water and only in a very few instances of geographical location are there any difficulties in securing this. We should, however, consider the use of a storage tank and water filter in connection with the water supply. There are, however, very few places where the use of a water filter and storage tank will not pay for itself in the improved quality of the carbonated water and in the gas savings which that improvement effects.

A good water filter eliminates particles of dirt and sand and removes other impurities from the water: and in a large measure prevents costly leaks occasioned by dirt and sand entering the carbonator. The use of a water storage tank is recommended to allow water to "settle", to allow the air that may have been mixed with the water under pressure in the city mains to leave it before the water is drawn into the carbonator, for air (and this may not be generally known) is a preventive of good carbonation.

The Carbonating Process

Once these three essentials are assembled, namely, a good source of supply of carbonic gas (carbon dioxide) in cylinders: a good carbonator; and a supply of water that has been filtered and settled to allow as much air as possible to escape from it, then good carbonation is easily secured.

Let us examine the carbonating process itself. Generally speaking, a carbonator is a mechanical device in which carbon dioxide (carbonic gas) is brought into contact with the water which is to be carbonated, and is mixed by a variety of methods so that the water absorbs all the carbonic gas it is capable of retaining. The water is then said to be carbonated.

In the modern carbonator, the water enters through check valves designed to hold back and regulate the incoming water in order to provide a constant water pressure to assure uninterrupted operation. The water is then, through the action of a pump, broken up into a fine spray inside the body of the machine where it sprays through an atmosphere of carbonic gas. The churning action of an agitator plate beats the water violently, exposing more and more of its surface to the carbonic gas, which itself enters the body of the carbonator through an inlet valve below the surface of the water. Thus, inside the carbonator body, the gas and water are mixed until the water has absorbed all the gas which it is capable of holding.

A convenient water outlet connects the water in the body of the carbonator with the soda fountain itself. The supply of carbonated water in the body of the carbonator provides a reserve of uniformly carbonated water for the fountain. That, briefly, is the story of the carbonator and of the manufacture of carbonated water inside the body of the machine.

Pressure and Temperature

In connection with the operation of the carbonator there are several points to be considered to assure best results. In too many cases there has been a lack of information concerning the relationship of the amount of carbonic gas that water will hold under different conditions of pressure and temperature, each of which has its own effect on carbonation. Too many carbonator operators have determined on a fixed-gauge pressure and have used this pressure regardless of the temperature of the water entering the carbonator. The fallacy in this practice is that it makes uniform carbonation virtually impossible to maintain, since under that theory the temperature in the incoming water determines the percentage of carbonation to be obtained.

Let us examine the relationship of water temperature and gas pressure, and the manner in which they affect the amount of carbonation to be obtained. First of all, let us dismiss the old idea that saturated or fully carbonated water can be obtained at only one temperature and pressure. The fact of the matter is, that you can have fully carbonated water at any gauge pressure above 40 pounds if the temperature is right. And you can have fully carbonated water at any temperature between 32° and 68°. if you are using the right pressure.

The Saturation Chart

Let us refer to the chart, Figure No. 2. This chart, as worked out by physicists, tells us the various combinations of temperature and pressure at which complete carbonation can be secured. The line on the chart which is termed the "saturation line" represents perfectly carbonated water. The column at the left of the chart shows pressure as shown by the regulator on the gas cylinder. The column of figures along the bottom of the chart indicates incoming water temperatures.

With this chart and a thermometer to check the temperature of the incoming water, the proper theoretical pressure of carbonic gas to be used can easily be ascertained. As an example suppose that we were to check the temperature of the water in the incoming supply line and found it to be 48°. By reference to the chart if we look along the temperature column at the bottom of the chart and follow up the mark at the figure 48, we see that the temperature line crosses the saturation line at an indicated pressure of approximately 92 pounds as shown in the left hand column. Thus, theoretically, if our gauge shows 92 pounds pressure and if the temperature of the incoming water remains constant, we should obtain perfectly carbonated water.

Conversely, if we have a regulator set for a pressure of say 90 pounds and we follow the 90-pound pressure line on the chart to the point where it crosses

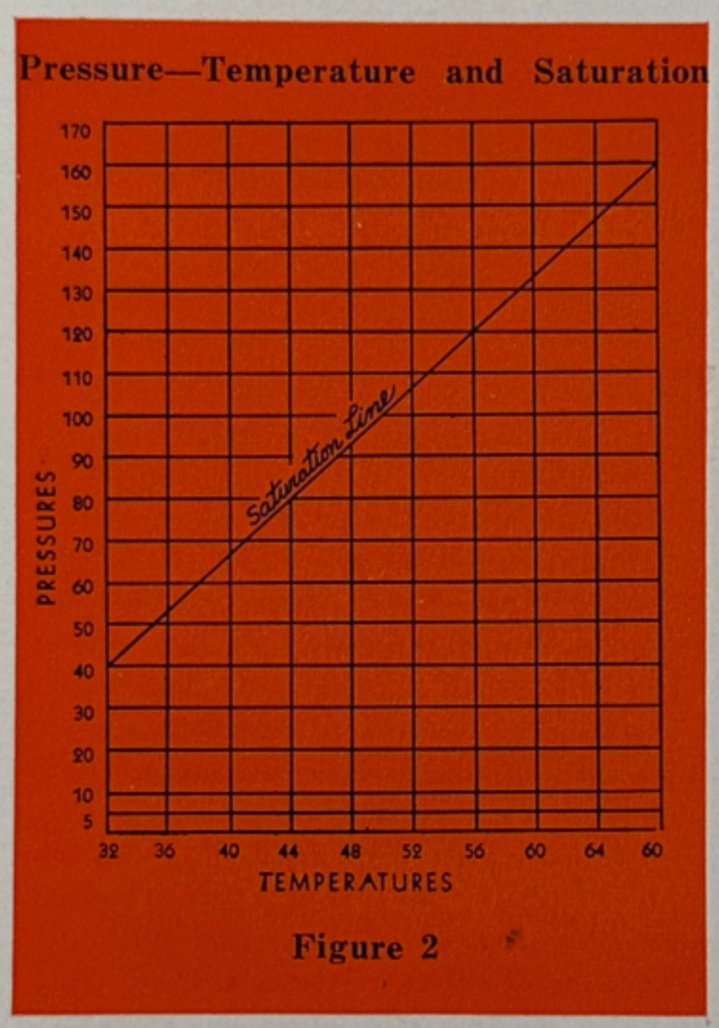


Figure 2

the saturation line, we find that the water, to obtain complete saturation, should be at a temperature of just slightly less than 48 degrees, if we are to obtain 100% saturation.

Because water temperatures vary considerably in actual operation, we strongly recommend that a pressure of 125 pounds be used so as to assure complete carbonation under normal operating conditions, so as to eliminate constant checking and regulating of incoming pressure.

If the carbonator is located in a room where the average temperature is higher than normal (76°) it is suggested that 150-pound pressure be used, to secure the best results. Where the temperature of the room in which the carbonator is located is less than 56° normally, a pressure less than 125 pounds can be used.

Location of the Carbonator

From this study of pressure and temperature and their effect on carbonation it follows that the location of the carbonator in the store can easily affect its efficiency. It should be remembered at all times that the colder the water used, the more easily is carbonation achieved. Or to state this in a different manner; the warmer the water, the harder it is to secure complete carbonation. Thus, when a carbonator is to be installed, it should be kept as far as possible from heat. Since most installations are made in the basement of the store, care should be taken to keep the carbonator as far away as possible from furnaces, water or steam pipes, or other heating appurtenances. The tubing which leads from the carbonator to the soda fountain should also be carefully checked to keep it away from heat. Actually, it would be good practice in almost every case to enclose the tubing leading from the carbonator to the soda fountain in asbestos or other pipe insulation to assure best results. In addition, care should be taken to avoid sharp bends in the tubing leading from the carbonator to the fountain, and the length of that tubing should be as limited as possible.

This is merely another way of saying that the carbonator should be located as close as possible to the soda fountain to obtain best results under actual operating conditions.

Uniform Carbonation

Remember that uniform carbonation is the goal to seek after at all times. Uniform carbonation is just as important at the soda fountain as it is to the operator of a bottling shop where the bottling shop proprietor realizes that his repeat business depends on his ability to produce uniform beverages that taste the same day after day and month after month. At the soda fountain the customer likes his carbonated beverage today to taste exactly as did the one he had yesterday, or the day before. Otherwise, if the first one had not met his expectations, he might not have come back for a second.

There are only a few precautions to be observed in assuring uniform carbonation. The first of these is proper attention to the regulator. The function of the regulator in the system is to reduce the carbonic gas pressure in the cylinder which runs as high as 1500 pounds per square inch in a full cylinder to the 125 pounds per square inch pressure you desire to use on your carbonator.

Connecting a Fresh Cylinder

When hooking up a fresh cylinder of

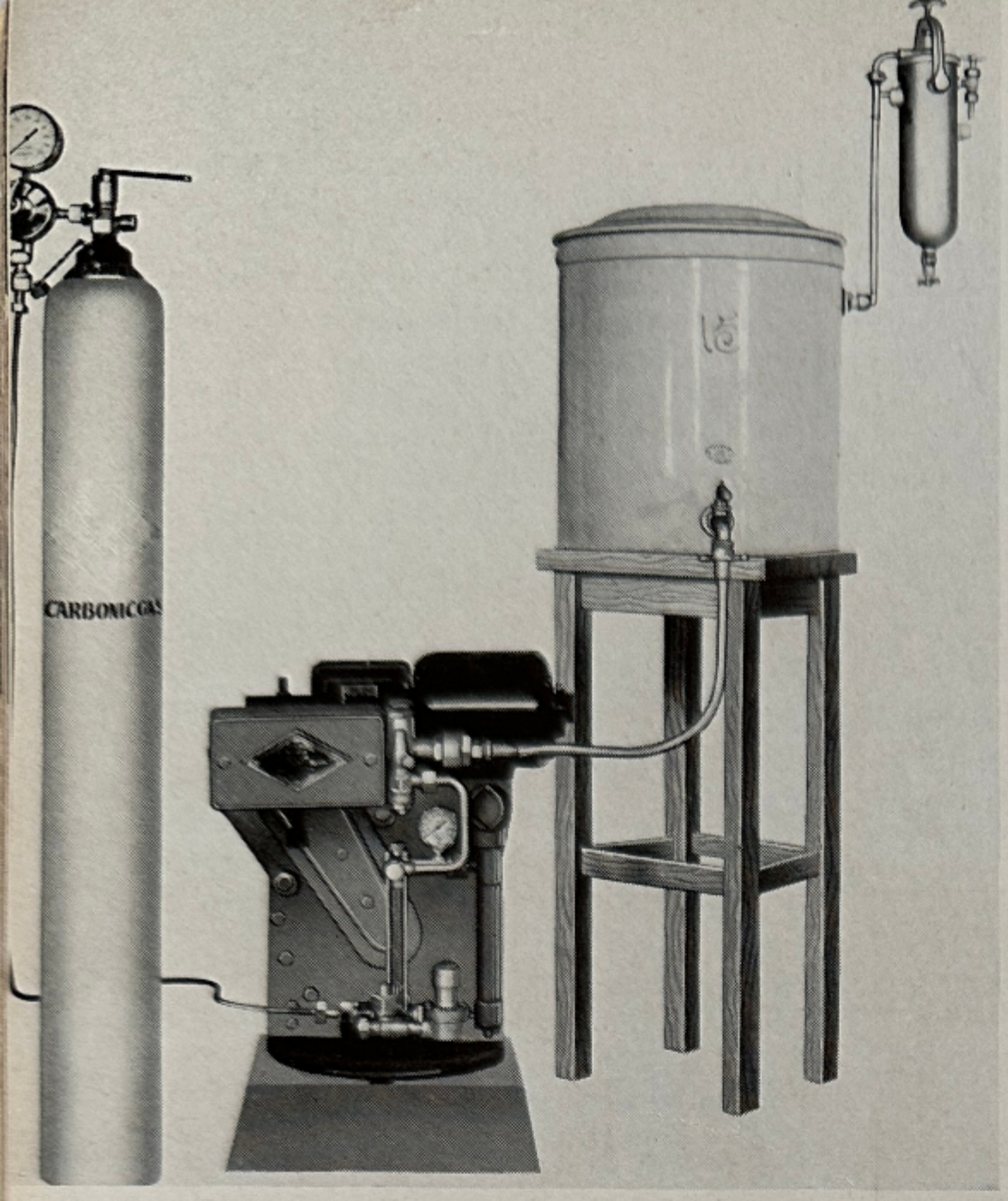


Figure 1

gas to your outfit there are a few simple cautions to observe. First of all, make certain that the regulator key or handle of the regulator is turned in a counter-clockwise direction as far as it will go. When coupling the regulator to the outlet valve of the gas cylinder, be sure to wipe the connection clean and make certain that there is a good fiber washer in place. When the connection has been made, open the gas cylinder valve slowly as far as it will go. Then, with the regulator firmly connected to the cylinder and the cylinder valve slowly opened to its limit, you can open the regulator and adjust the pressure to the desired figure. Be sure that the regulator outlet valve is open before turning the regulating key. To increase the pressure, turn the regulator key in a clockwise direction (slowly from left to right). To lower the pressure, turn the key in a counter-clockwise direction.

Test Regulator Every Sixty or Ninety Days

It is good practice to check the regulator every sixty or ninety days. To do this:

1. Attach regulator to fresh drum of gas.
2. Close the outlet cock.
3. Turn adjusting regulating key wide open (to the left).
4. Open cylinder valve.
5. If needle remains at zero, regulator is in proper condition.
6. If it rises to 30 pounds, it should be sent to the factory for repair.

If the regulator is found to be inaccurate, it should be sent to the factory for repairs at the earliest possible moment, as the savings in gas are more than worth while.

Please keep a close watch for leaks in the system at all times, because leaks are avoidable and are expensive. The best way of finding leaks is by the use of a brush and soap lather at all connections along the line. First test the cylinder head. Then follow along the gas line, testing each connection with lather to make sure that there are no leaks. You can test the carbonator and coils by turning on the city water at the carbonator and completely shutting off the flow of gas, the electric current, and shutting the draft arm tightly at night, and then checking in the morning to see if the pressure has gone down on the gauge of the carbonator.

Under normal operating conditions, it is best to leave the incoming water supply, the flow of carbonic gas and the electric current on at all times, although some operators prefer to shut them all off at night. If they are cut off at night, make certain that *all* are shut off, and again that all are turned on in the morning when resuming operations.

Where Most Leaks Occur

Most gas leakage results from defective couplings, and hose. The operator will save himself possible irritation if he will make certain of having good, sound washers in all coupling connections and inspect them frequently to see that they are leak-proof. All connections should be checked occasionally with soap lather to see that they are properly tightened, since escaping gas reveals itself in bubbles formed by the escaping gas in the lather. Remember that the slightest leakage of gas, if allowed to continue unchecked, will in time result in the loss of the entire contents of the cylinder.

Avoid Air and Grease

Air and grease are enemies to keep a close watch on if proper carbonation is to be assured. Air is usually drawn into the carbonator when the machine is directly connected to the city's water line where water is under pressure. Does your water supply line carry air into your machine? Here's a simple check. Open a faucet and draw a glass of water. If the water has a milky, cloudy appearance, which disappears in the form of bubbles escaping up and out of the water, it is fairly good evidence that an excess of air is entering the carbonator.

That's why the use of a storage tank is recommended. (See Fig. 1) The storage tank should be so placed that its bottom is slightly higher than the water inlet of the carbonator. This relieves all pressure on the water and on the carbonator pump with the exception of a slight pressure of gravity to carry the water into the carbonator. Since the storage tank is open to the atmosphere, the air in the water has a chance to escape from the water before it is drawn into the pump. A constant level is maintained by the use of a float controlling the flow of water into the storage tank.

A further advantage of a storage tank is that it allows all grit, scale and dirt particles to settle out of the water before it is drawn into the carbonator. The use of a water filter for this purpose is, however, recommended as doing a thorough job.

Another source of trouble is the presence of grease in the carbonator. Unless care is exercised, trouble usually results. The greatest possibility of trouble from this source is when the carbonator is originally installed; care should be taken that all possibility of grease entering the system be avoided. All supply lines should be thoroughly cleansed to rid them of any trace of grease. Care should be taken when using white or red lead in making connections lest an over amount of this material work its way into the pump and on into the carbonator.

If a carbonator should pick up grease a cleansing solution of sodium carbonate and soda ash in the proportion of one pound sodium carbonate to one or one and a half gallons of water may be run through the carbonator several times, and finally flushed out with clean water.

While it may seem that good carbonation is difficult to achieve because of the number of cautions to observe, this is not actually the case. In listing the possibilities for trouble the tendency is always to cover every angle and in so doing, to incorporate the remotest and most unusual difficulties. Actually, proper carbonation is so easily secured that any conscientious merchant cannot afford to neglect assuring it for his customers.

"Glamourize", for those anniversaries, holidays, out-of-the-usual events with "something different". Special services of banana splits, parfaits, and the unusual combinations in the following pages are designed for just such markets.

Some make excellent home party dishes—all are especially eye-appealing, taste even better!

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SPECIAL SERVICES

Honolulu Delight

Description: One whole slice of delightful Honolulu pineapple, nestling under a large scoop of smooth, tempting, rich Ice Cream, topped with whipped cream and a cherry.

Ingredients: Pineapple Slice, Raspberry Syrup, Van-raspberry Ice Cream, Whipped Cream, and a Cherry.

Procedure: Into a round sundae dish, place a slice of pineapple. Add ½ ounce Raspberry Syrup. Top with a No. 10 dipper of Van-raspberry Ice Cream. Top with whipped cream and a red Cherry.

Lavender Lady Parfait

Ingredients: Vanilla Ice Cream, Chocolate Ice Cream, Lavender Lady Topping, Green Pineapple Dicettes, Whipped Cream, and a Green Cherry.

Procedure: Into a parfait glass, put ½ ounce green pineapple dicettes. Add 1 No. 30 dipper Chocolate Ice Cream, ½ ounce Lavender Lady Topping, and 1 No. 30 dipper of Vanilla Ice Cream, ½ ounce green dicettes, 1 No. 30 dipper of Chocolate Ice Cream, and ½ ounce of Lavender Lady Topping. Cover with whipped cream and garnish with a green cherry.

LAVENDER LADY TOPPING: To a quart of marshmallow creme, add a pint of crushed black raspberries. Whip together until smooth and well blended.

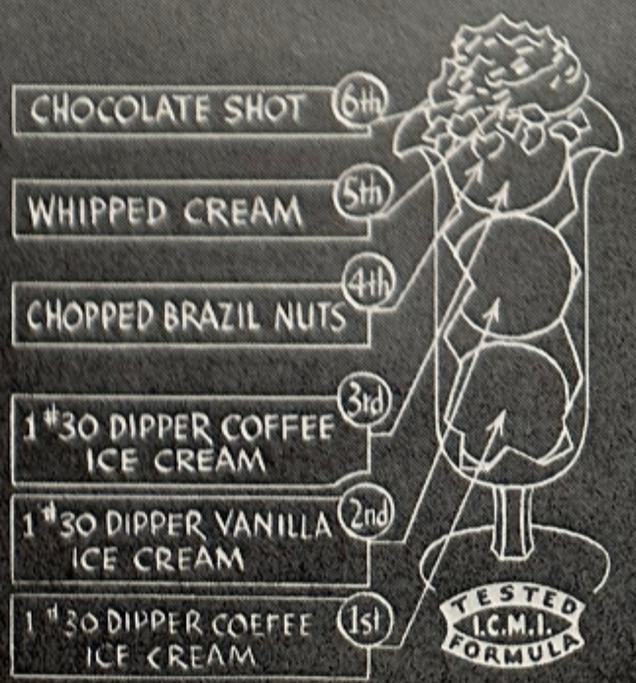
Brazilian Parfait

Ingredients: Coffee Ice Cream, Vanilla Ice Cream, Chopped Brazil Nuts, Whipped Cream, Chocolate Shot.

Procedure: Into a parfait glass, put a No. 30 dipper of Coffee Ice Cream. Add a No. 30 dipper of Vanilla Ice Cream; then, another No. 30 dipper of Coffee Ice Cream. Cover with chopped brazil nuts, whipped cream, and chocolate shot.

RED CHERRY 5th
WHIPPED CREAM 4th
1#10 SCOOP VAN-RASPBERRY ICE CREAM 3rd
½ OZ. RASPBERRY SYRUP 2nd
1 SLICE PINEAPPLE 1st
TESTED I.C.M.I. FORMULA

TOP WITH WHIPPED CREAM & GREEN CHERRY 8th
½ OZ. LAVENDER LADY TOPPING 7th
1#30 DIPPER CHOCOLATE I.C. 6th
½ OZ. GREEN DICETTES 5th
1#30 DIPPER VANILLA I.C. 4th
½ OZ. LAVENDER LADY TOPPING 3rd
1#30 DIPPER CHOCOLATE I.C. 2nd
½ OZ. GREEN PINEAPPLE DICETTES 1st
TESTED I.C.M.I. FORMULA


CHOCOLATE SHOT 6th
WHIPPED CREAM 5th
CHOPPED BRAZIL NUTS 4th
1#30 DIPPER COFFEE ICE CREAM 3rd
1#30 DIPPER VANILLA ICE CREAM 2nd
1#30 DIPPER COFFEE ICE CREAM 1st
TESTED I.C.M.I. FORMULA

Chocolate Mint Smooth

Ingredients: Vanilla Ice Cream, Mint Syrup, Chocolate Syrup, Carbonated Water.

Procedure: Into a mixing cup, place ½ ounce of Mint Syrup with 1 ounce of Chocolate Syrup. Add 2 No. 20 dippers of Vanilla Ice Cream. Blend together until smooth, either with a spatula or on the mixing machine. Pour into a tall glass. Then add fine stream of carbonated water, alternating with the coarse stream until glass is full.

It is well to give the completed drink about two stirs with a spoon, so as to keep the syrup, water, and Ice Cream thoroughly mixed. Do not, however, over-agitate by too much stirring.

Chocolate Banana Royal

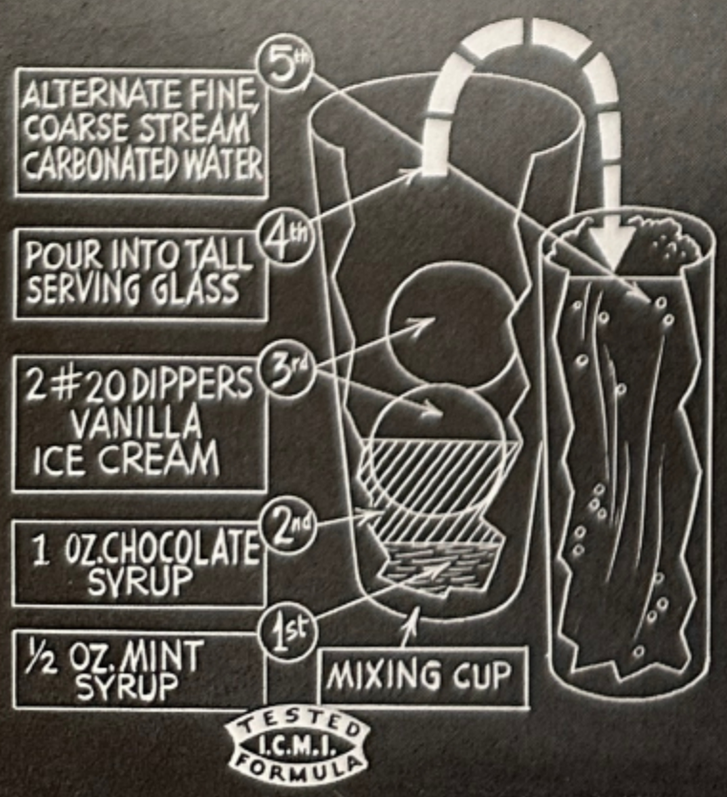
Ingredients: Vanilla Ice Cream, Chocolate Ice Cream, Bittersweet Chocolate Syrup, Slices of Ripe Banana, Whipped Cream, Maraschino Cherry, Chopped Nuts.

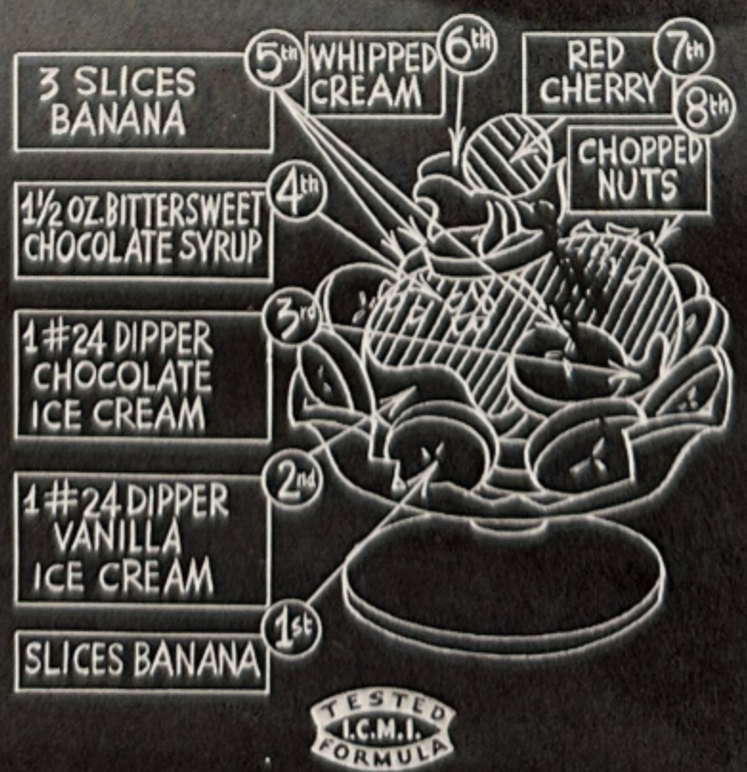
Procedure: Cover the base of a round dish with slices of banana. Top with a No. 24 dipper of Vanilla Ice Cream and a No. 24 dipper of Chocolate Ice Cream. Cover with 1½ ounces of Bittersweet Chocolate Syrup. Dot the molds of Ice Cream, over the syrup, with two or three slices of the banana. Garnish with whipped cream and a whole red cherry. Sprinkle with chopped nuts.

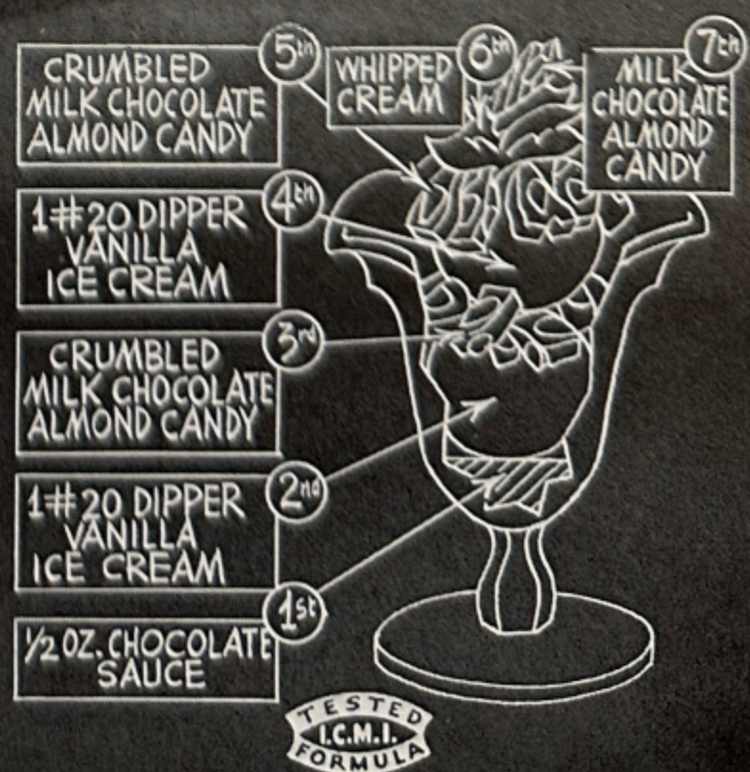
Milk Chocolate Almond Newport

Ingredients: Vanilla Ice Cream, Chocolate Sauce, Milk Chocolate Almond Bar, Whipped Cream.

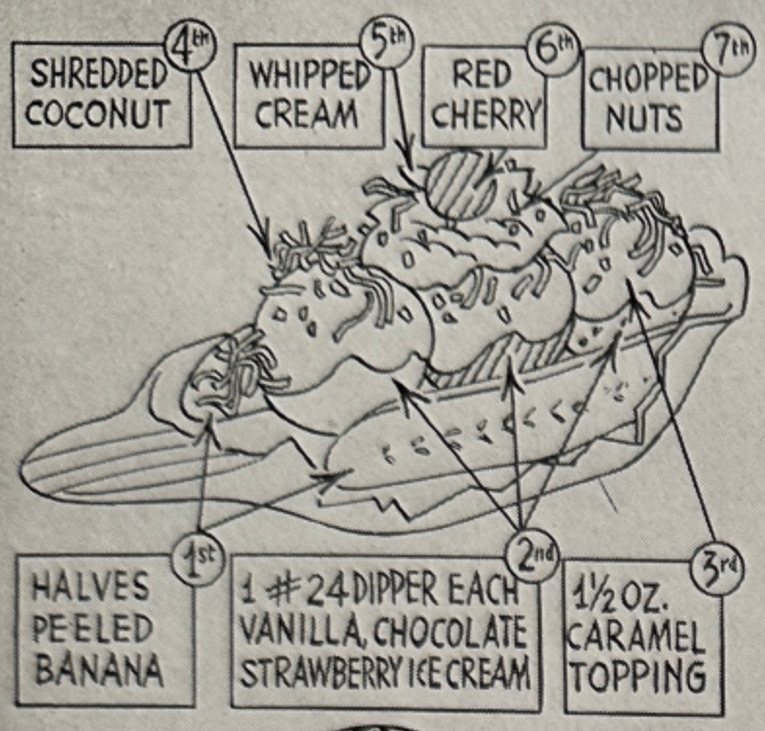
Procedure: Into a tulip sundae dish place ½ ounce Chocolate Sauce, a No. 20 dipper of Vanilla Ice Cream. Break over the top of this dipper of Ice Cream, a small quantity of Crumbled Milk Chocolate Almond Candy (like a Hershey Bar). Add a No. 20 dipper of Vanilla Ice Cream, crumble over the top more Milk Chocolate Almond Candy. Garnish with whipped cream, and a piece of Milk Chocolate.

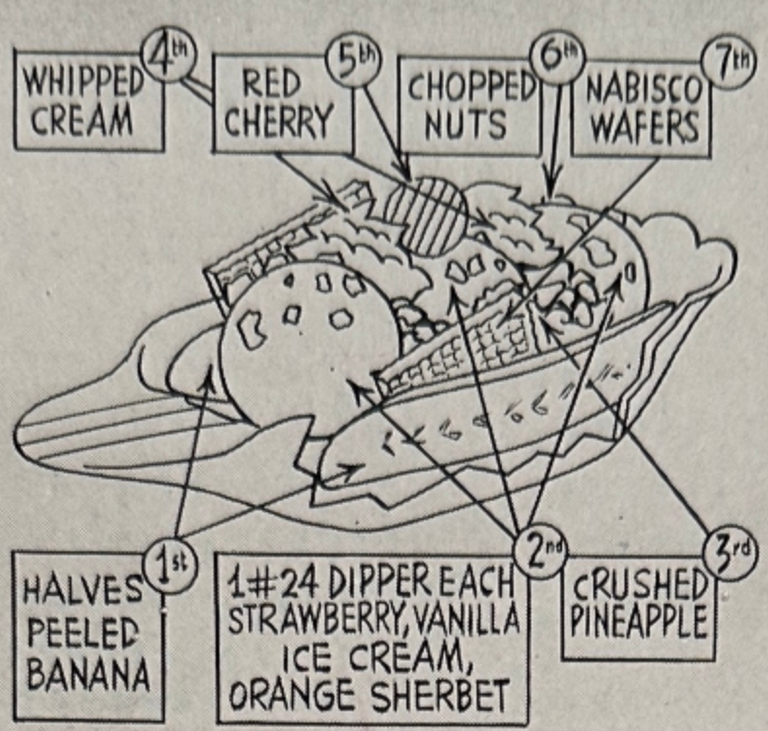


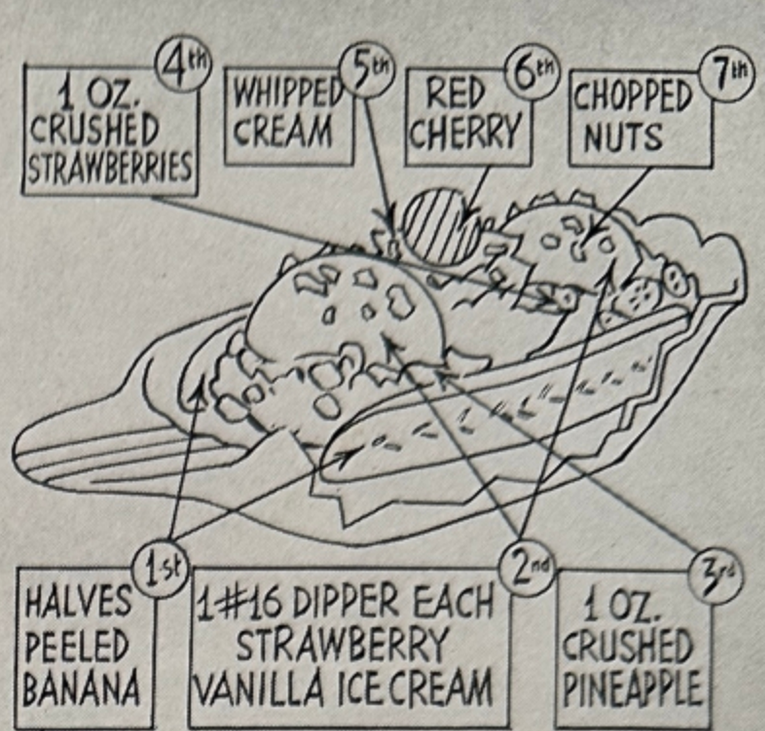




BANANA SPLITS







Coconut Grove

Ingredients: A banana, Strawberry, Chocolate and Vanilla Ice Cream, Caramel Topping, Shredded Coconut, Chopped Nuts, Whipped Cream and a Cherry.

Procedure: Peel banana, remove all strings and split in half. Place one-half of the banana at each side of the dish, seed side out. Add a No. 24 dipper each of Vanilla, Chocolate and Strawberry Ice Cream. Pour over all Ice Cream, 1½ ounces Caramel Topping, sprinkle with Shredded Coconut, garnish center mold of Ice Cream with Whipped Cream and a Red Cherry and sprinkle the entire composition with Chopped Nuts.

Boat Ride

Ingredients: A banana, Strawberry Ice Cream, Vanilla Ice Cream, Orange Sherbet, Crushed Pineapple, Whipped Cream, Whole Maraschino Cherry, 2 Nabisco Wafers, Chopped Nuts.

Procedure: Peel, remove all strings and split the banana. Place one-half at each side of the Banana Split dish, seed side out. Top with a No. 24 dipper of Strawberry Ice Cream, a No. 24 dipper of Vanilla Ice Cream and a No. 24 dipper of Orange Sherbet. (Orange Sherbet in center). Surround the Orange Sherbet with Crushed Pineapple. In between the molds of sherbet and Ice Cream, a small spiral of Whipped Cream. Insert the cherry in the top of the Orange Sherbet.

Sprinkle the entire composition with chopped nuts. On each side of the dish, near center, place a Nabisco Wafer so that each extends away from the dish.

Hawaiian

Ingredients: Strawberry Ice Cream, Vanilla Ice Cream, a Whole Banana, Crushed Strawberries, Crushed Pineapple, Chopped Nuts, Whipped Cream, Maraschino Cherry.

Procedure: Split the banana and place against the side walls of a Banana Split dish, seed side out. Top with a No. 16 dipper of Strawberry Ice Cream and a No. 16 dipper of Vanilla Ice Cream. Surround the Strawberry Ice Cream with 1 ounce Crushed Pineapple and the Vanilla Ice Cream with 1 ounce Crushed Strawberries. Garnish with Whipped Cream in the center, a Maraschino Cherry, and sprinkle chopped nuts over the entire composition.

Cherry Tree Banana Split

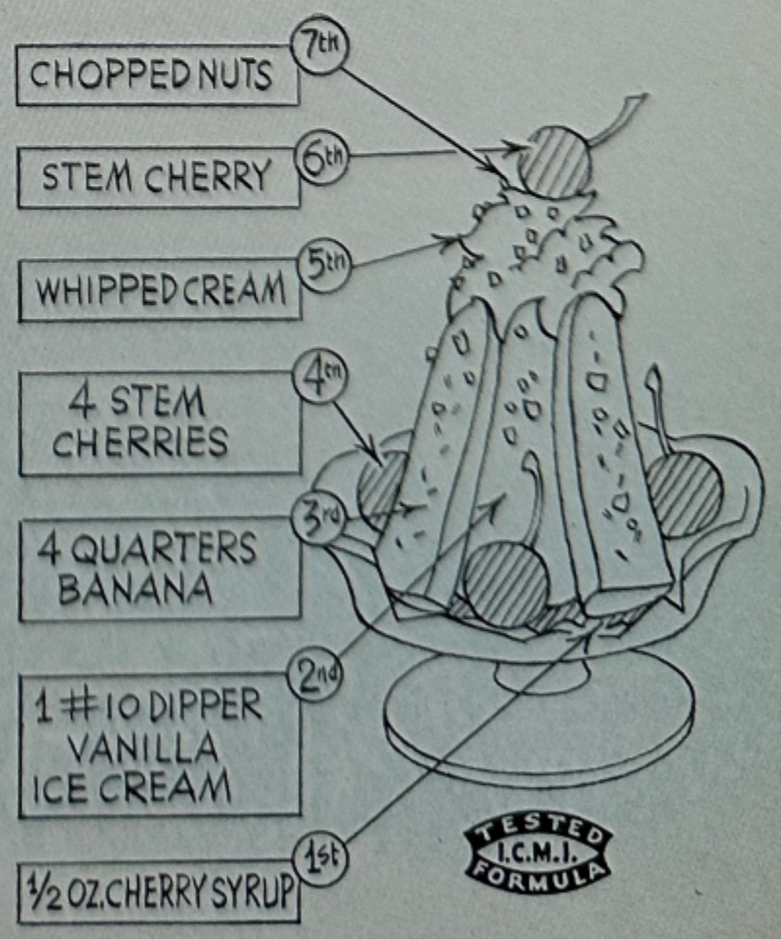
Made the merry-go-round way, Banana all around the generous portion of Ice Cream—set off with stem cherries (or maraschino type without stem, if you haven't the stem variety).

What a chance for colorful store merchandising promotion. Window posters so bright with cherry red and flag blue call all eyes. A bright flash across the menus, clip-ons picture the lovely treat. Lapel tags on sales personnel "bill board" Cherry Tree Banana Split through the store. A taste-tempting new combination is ready for order.

Bunches of bananas with jars of cherries as display on back bar give effective background for artificial display of the Cherry Tree Banana Split. Attract—advertise—merchandise the taste-tempting Cherry Tree Banana Split.

Procedure: Into a round sundae dish, put ½ ounce of Cherry Syrup. Add a No. 10 dipper of Vanilla Ice Cream (Cone shaped, if possible). Peel and split banana into quarters. Place the four quarters of banana in vertical position against the sides of the mold of Ice Cream. Between each banana quarter, place a stem cherry. Garnish with spiral of whipped cream, and top with another stem cherry. Sprinkle with chopped nuts.

Regular maraschino type cherries, without stem, may be used, if you prefer.



All-American Banana Split

Colors of the flag—"and long may it wave"!

There's a personal note to merchandising this banana split—it's especially for you.

Flag red cherries, snow white marshmallow, richly colored blueberries, create a vividly beautiful food picture, with a luscious tasting dish.

Give the window posters clear space to flash their message. Use the brightly colored miniatures of the All-American Banana Split to clip on menus. Display lapel tags on waitresses, dispensers.

Get the whole promotion clicking at the same time.

All-American is extra special, even in the 'specially good Banana Split class.

Procedure: Peel and remove strings from a not-too-ripe banana, then split. Into a Banana Split Dish, place half of the banana on each side of the dish, seed side out. Place a No. 30 dipper of Strawberry Ice Cream in the center, on each side a No. 30 dipper of Vanilla Ice Cream. Cover the center all over with white Marshmallow. Cover one end with two soda spoons chopped red maraschino cherries; cover the other end with two soda spoons of fresh, frozen, or canned blueberries. Cover center with small spiral of whipped cream. Sprinkle combination with fine chopped nuts.

Frosted Melon Ball Coupe

For 1st Course

Ingredients: Watermelon, Honeydew Casaba Melon, Honeyball, Cantaloupe, Pineapple and Cherry Sherbet, Red or Green Cherry.

Procedure: Use a melon ball cutter to form balls from an assortment of melons. If because of season one or the other is not obtainable, then substitute one of the others. Into a first-course cup or round sundae dish, place a No. 20 dipper of half pineapple and half cherry sherbet, dipping into the pineapple first. (This forms two colors).

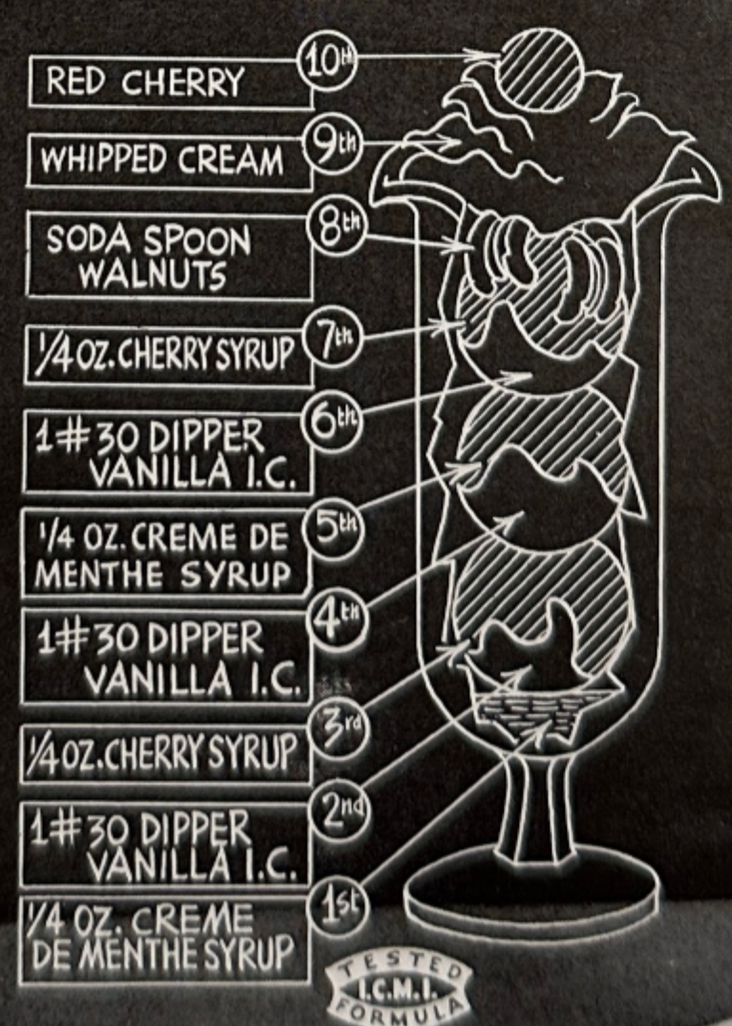
Surround with an assortment of melon balls. Top the sherbet with a green or red maraschino cherry.

FIRST PLACE ONE #20 DIPPER OF HALF PINEAPPLE AND HALF CHERRY SHERBET INTO ROUND SUNDAE DISH
THEN SURROUND WITH ASSORTMENT OF MELON BALLS
TOP WITH RED OR GREEN MARASCHINO CHERRY

Minted Cherry Parfait

Ingredients: Creme de Menthe Syrup, Cherry Syrup, Vanilla Ice Cream, Whipped Cream, Whole Cherry, Nuts in Syrup, Red or Green Cherry.

Procedure: Into a parfait glass, put about ¼ ounce creme de menthe syrup, then a No. 30 dipper Vanilla Ice Cream. Add ¼ ounce red cherry syrup, then another No. 30 dipper of Vanilla Ice Cream. Now add ¼ ounce creme de menthe syrup. Top with half a No. 30 dipper Vanilla Ice Cream. Cover with ¼ ounce cherry syrup and a soda spoon of walnuts in syrup. Decorate with whipped cream and a whole red or green cherry. Cherry Festival Ice Cream may be used in place of Vanilla.


RED CHERRY 10th
WHIPPED CREAM 9th
SODA SPOON WALNUTS 8th
1/4 OZ. CHERRY SYRUP 7th
1 #30 DIPPER VANILLA I.C. 6th
1/4 OZ. CREME DE MENTHE SYRUP 5th
1 #30 DIPPER VANILLA I.C. 4th
1/4 OZ. CHERRY SYRUP 3rd
1 #30 DIPPER VANILLA I.C. 2nd
1/4 OZ. CREME DE MENTHE SYRUP 1st
TESTED I.C.M.I. FORMULA

Nut Parfait

Ingredients: Vanilla Ice Cream, Nuts in Syrup, Whipped Cream, Whole Cherry, Nabisco Wafers.

Procedure: Into a parfait glass place two No. 30 dippers of Vanilla Ice Cream. Add a soda spoon of nuts in syrup, a No. 30 dipper of Vanilla Ice Cream and another spoon of nuts in syrup. Top with Whipped Cream and a whole Cherry. Serve on a doily covered plate, with two Nabisco wafers or some other cookie on the side.

Two-Tone Parfait

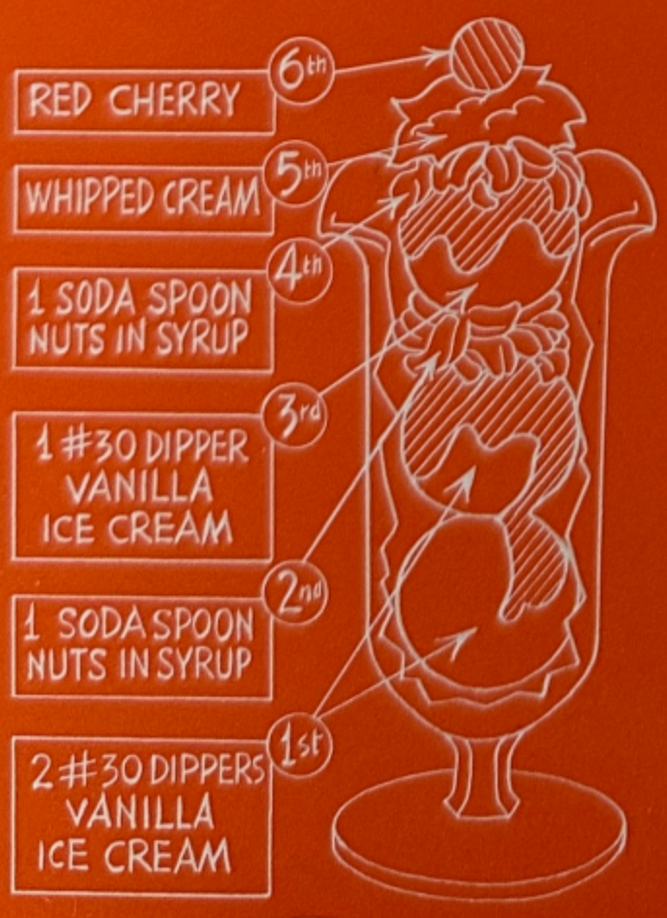
Ingredients: Strawberry Ice Cream, Pineapple Sherbet, Crushed Pineapple, Ground Nuts, Whipped Cream, a Whole Cherry.

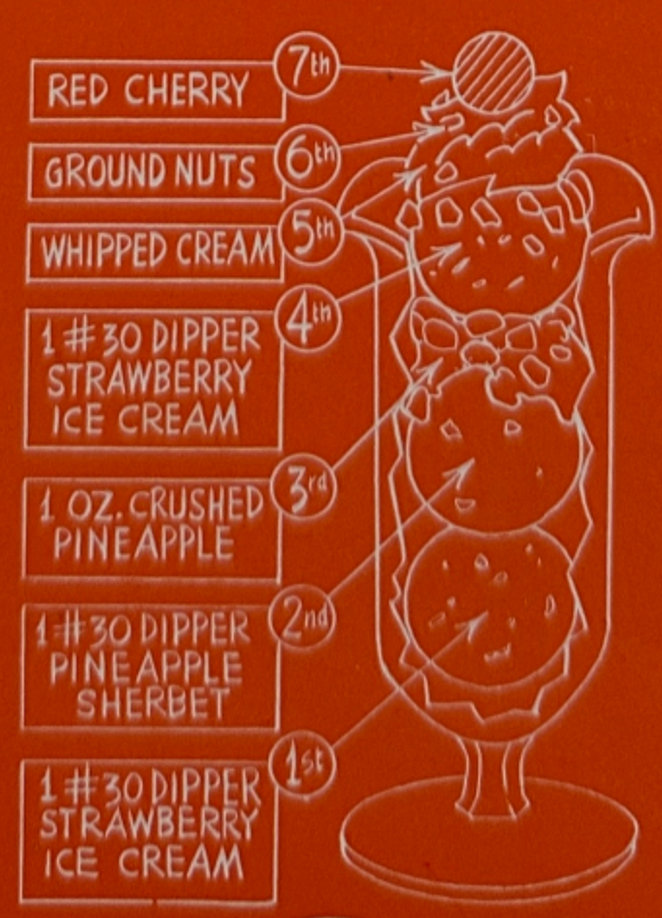
Procedure: Into a parfait glass, place a No. 30 dipper of Strawberry Ice Cream. Top with a No. 30 dipper of Pineapple Sherbet. Add 1 ounce Crushed Pineapple, top with a No. 30 dipper of Strawberry Ice Cream. Cover with spiral of Whipped Cream, sprinkle ground nuts over the Whipped Cream and garnish with a whole Cherry.

Frosted Fruited Parfait

Ingredients: Vanilla Ice Cream, Orange Sherbet, Green Pineapple Dicettes, Chopped Maraschino Cherries, Whipped Cream, Whole Red Cherry.

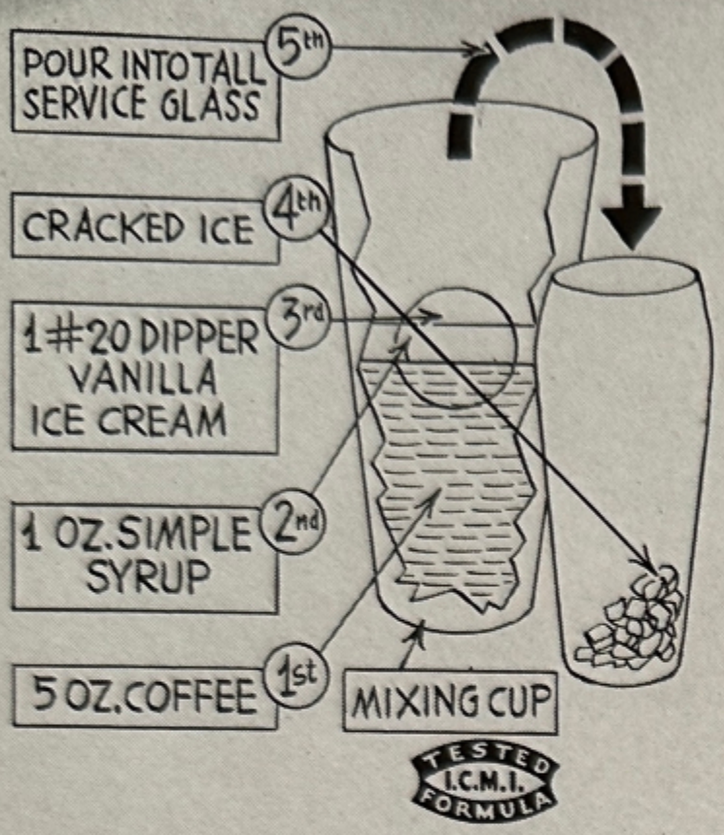
Procedure: Into a parfait glass, put one soda spoon of Green Pineapple Dicettes. Add a No. 30 dipper of Vanilla Ice Cream. Add a soda spoon of chopped Maraschino cherries, one No. 30 dipper of Orange Sherbet, then a soda spoon of Green Pineapple Dicettes and a No. 30 dipper of Vanilla Ice Cream. Top with ½ soda spoon of chopped Maraschino cherries, whipped cream, and garnish with 2 Green Pineapple Dicettes and a whole red cherry.

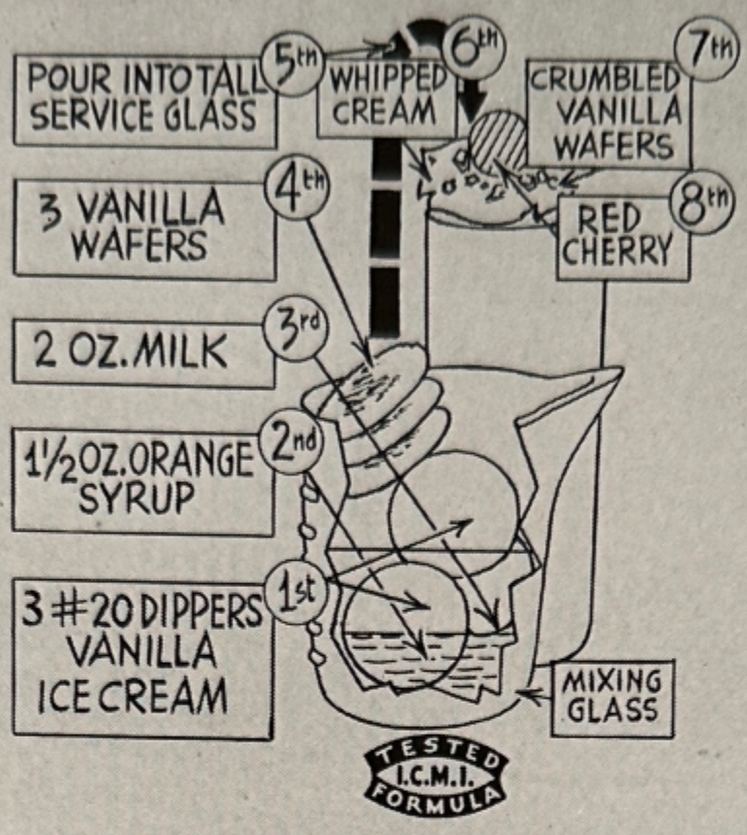

RED CHERRY 6th
WHIPPED CREAM 5th
1 SODA SPOON NUTS IN SYRUP 4th
1 #30 DIPPER VANILLA ICE CREAM 3rd
1 SODA SPOON NUTS IN SYRUP 2nd
2 #30 DIPPERS VANILLA ICE CREAM 1st
TESTED I.C.M.I. FORMULA

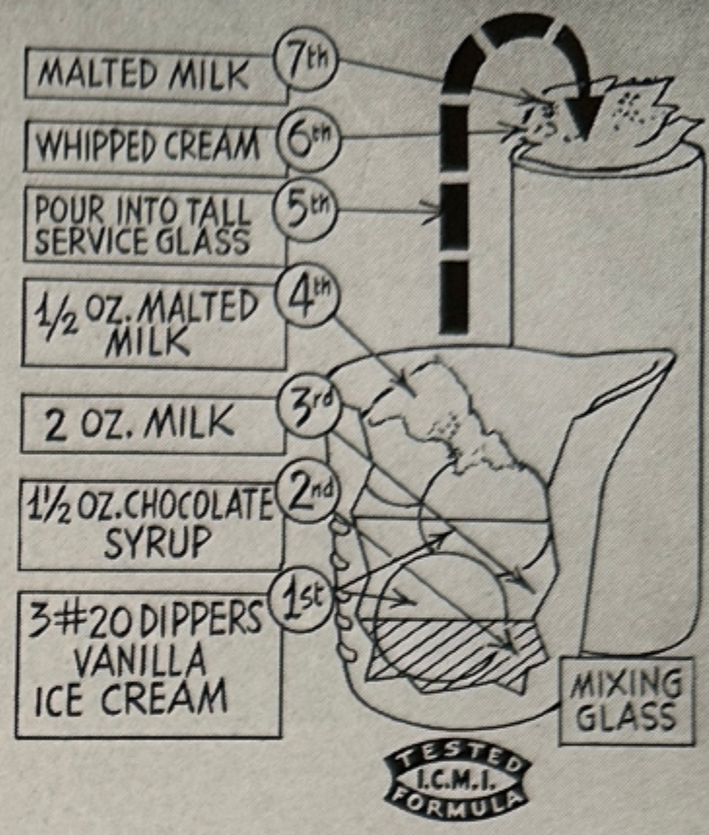

RED CHERRY 7th
GROUND NUTS 6th
WHIPPED CREAM 5th
1 #30 DIPPER STRAWBERRY ICE CREAM 4th
1 OZ. CRUSHED PINEAPPLE 3rd
1 #30 DIPPER PINEAPPLE SHERBET 2nd
1 #30 DIPPER STRAWBERRY ICE CREAM 1st
TESTED I.C.M.I. FORMULA

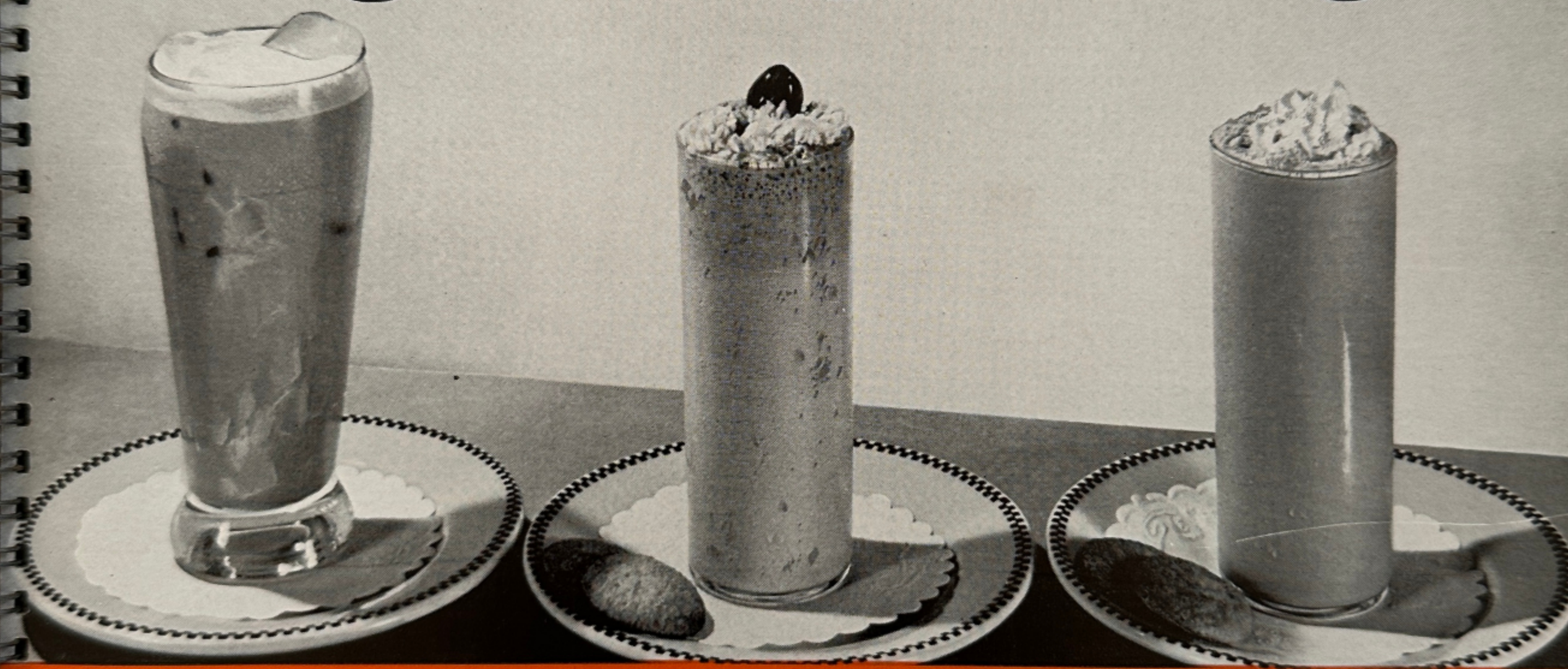
2 DICETTES 8th
RED CHERRY 10th
½ SODA SPOON CRUSHED CHERRIES 7th
WHIPPED CREAM 9th
1 #30 DIPPER VANILLA I.C. 6th
1 SODA SPOON PINEAPPLE DICETTES 5th
1 #30 DIPPER ORANGE SHERBET 4th
1 SODA SPOON CRUSHED CHERRIES 3th
1 #30 DIPPER VANILLA I.C. 2nd
1 SODA SPOON PINEAPPLE DICETTES 1st
TESTED I.C.M.I. FORMULA

F R A P P E S









Iced Coffee Frappe

Ingredients: Freshly Made Coffee, Vanilla Ice Cream, Simple Syrup, and Cracked Ice.

Procedure: Into a mixing cup, put 5 ounces of freshly made coffee. Add 1 ounce of simple syrup and a No. 20 dipper of Vanilla Ice Cream. Place on mixer just long enough to blend these ingredients thoroughly into a smooth mixture.

Put cracked ice into a regular iced tea or ice coffee service glass. Pour the above mixture over the ice, and serve with straws on the side.

Cookie Frappe

Ingredients: Vanilla Ice Cream, Orange Syrup, Cold Pasteurized Milk, Vanilla Wafers, Whipped Cream, Red Cherry.

Procedure: Into a mixing glass place 3 No. 20 dippers of Vanilla Ice Cream, 1½ ounces Orange Syrup and 2 ounces Pasteurized Milk. Crumble into this, 3 Vanilla Wafers. Blend all ingredients smoothly, with spatula. Pour into service glass, top with Whipped Cream, cover with very fine crumbs of Vanilla Wafers, and a red cherry.

Serve on a doily covered plate, with 2 Vanilla Wafers on the side.

Chocolate Malted Frappe

Ingredients: Vanilla Ice Cream, Chocolate Syrup, Malted Milk Powder, Cold Pasteurized Milk, Whipped Cream, Wafers.

Procedure: Into a mixing glass or cup, put 3 No. 20 dippers of Vanilla Ice Cream, 1½ ounces Chocolate Syrup, 2 ounces Cold Pasteurized Milk, ½ ounce Malted Milk Powder. Blend together thoroughly until smooth, either with a spatula or on a mixing machine. Pour into a serving glass, top with whipped cream and sprinkle with Malted Milk Powder.

Serve on a doily covered plate, with 2 wafers on the side.

Calling All Cones

"A cone, please!"—every one a sale for Ice Cream. A sale in the competing 5c field—the stiffest competition Ice Cream has.

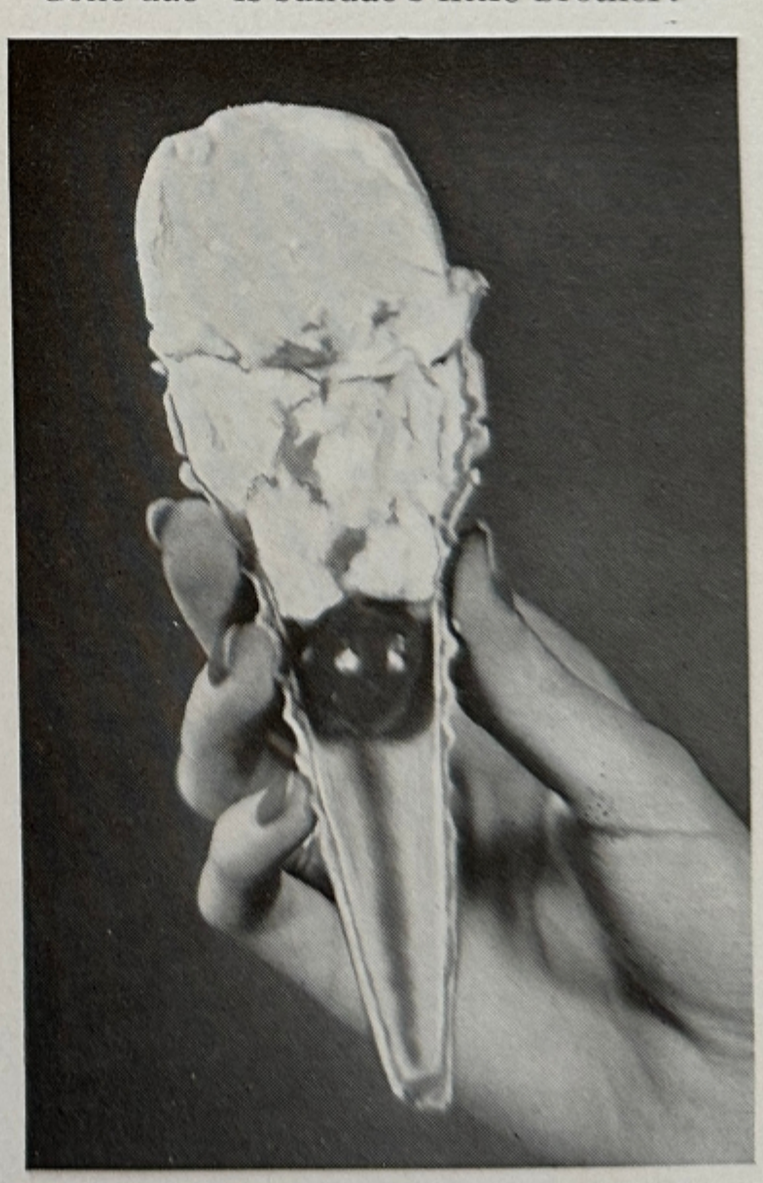
For that between-meal snack—for evening "drive in" refreshment—for a treat for the kiddies, an Ice Cream cone is so many times the answer. So many extra Ice Cream sales for those odd moment purchases, all profitable to you—helping you increase Ice Cream turnover.

"Cone-dae"—An Ice Cream Cone made with some kind of variegated Ice Cream, such as Chocolate "Revel", Raspberry "Revel" and many others.

The customer says "Cone-dae" and you give him a cone filled with the "Revel" Ice Cream you have in stock. "Cone-dae" is sundae's little brother!

Rainbow Cone—Vanilla or favorite flavor Ice Cream generously sprinkled with assorted colored candy decorettes. Looks like "so much more" to the little folks—and big folks too!

Jimmie Cone—Sprinkle vanilla or favorite flavor Ice Cream with chocolate jimmies, or chocolate shot. Adds a lot in appearance—for a trifle in cost!



Surprise Cone—"X-rayed" to show you the surprise! Drop a cherry (cost about 3/10 of one cent) or a spiced jelly gum drop (even less expensive) into cone. Top with usual portion of Ice Cream in the chosen flavor.

On a Stick—or in a Cup?

Popsicles Creamsicles, Fudgicles—Walking Sundaes—cups of Ice Cream, Sherbet, Water Ices, or combinations of any of these! There's a host of "on the march" eating fun in these and many other Ice Cream specialties!

At the ball game, on the beach, at recess, in the noon hour—thousands of these ready-to-go Ice Cream, Sherbet and Water Ice items find a market with crowds out for fun, hungry and thirsty, "on the go."

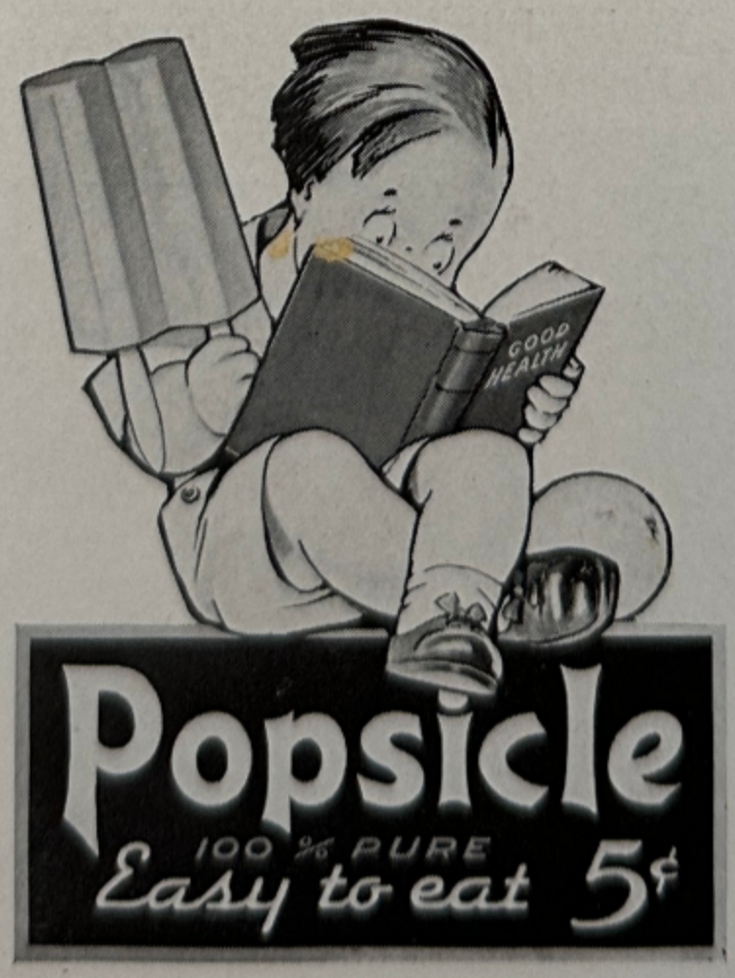
Specialties are the Ice Cream industry's answer to today's racing minutes. Ice Cream, and frozen confections, ready to serve as fast as you can draw your breath—easy to eat—and with a host of good flavor combinations.

It's a Big Market

Most specialties are 5c sellers—find a big sale among school children, can be eaten during play, come within the "money limits" of the child's purchasing, and the little folks and the "grown-up folks" like 'em.

Volume Sales are Large

But specialties are in the volume market of Ice Cream and frozen dessert selling. U. S. Census Bureau figures give their value for 1939 as $38,259,097! So you're in a pretty active market when you sell specialties.



For the Party

Lots of busy mothers use frozen stick confections for easy, popular, Children's Party refreshments.

A milk shake, made with orange juice, pasteurized milk and an orange creamsicle inserted just before serving, is delightfully refreshing and cooling.

Cups filled with Ice Cream, Ice Cream and sherbet, Ice Cream and Sundae topping (the walking Sundae), "Revel" Ice Cream, make fine picnic services. They're good at children's parties too. Big sellers at school cafeteria lunch rooms.

Made with Ice Cream Specialties, are one more way of promoting sales of healthful, nutritious Ice Cream, the energy-giving, body-building food.

For the rolling "motorcades" on the nation's highway, ready-to-eat specialties provide time-saving enjoyment, attract these in-a-hurry customers.

Ready-to-serve, stick and cup items are good for the busy, small one-man store with cabinet, for no *preparation* is necessary to fill customer orders.

There's a place for specialties in your Ice Cream selling plan. Don't miss it!

EVERY HOME— AN OUTLET FOR ICE CREAM

Under the lids of your cabinets, lie potential sales to a big market, the family tables of the nation, homes in which meals are being served every day of the week.

Are you merchandising to make "every home an outlet for Ice Cream," the Ice Cream in those cabinets of yours? Are you converting the potentials under your cabinet lids into profits in your cash register? Only completed sales help add up your black column—your profit column.

Have you ever figured out just what your "home area" is? Try this: it has worked for other dealers. Figure the number of houses, apartments, etc. in the average block near you. Multiply by average family size, then figure the number of blocks from which you may expect to draw (Many count this as 8—that is, 2 blocks in each direction). Multiply your population figure by this—that's a market for you! You have competition, sure, but are you getting your share of possible business? You'll have an idea of how many people could be eating Ice Cream at home (twice, perhaps three times a week or oftener) if you really merchandise the "Eat-Ice-Cream-at-Home" idea.

Let 'em Know You Have It!

You have to let people know you have Ice Cream—if you want to sell it. Maybe they come to your store for papers, for fruit, drugs, cosmetics. Perhaps they come for Ice Cream—so much the better. You still have to put across the idea of *taking Ice Cream home*—no matter what they come to buy.

For instance, one merchant made a hit—and a lot of extra sales—by featuring an "after movie" special combination—a pint of Ice Cream and a bag of cookies at an attractive price. He put over the "take home" idea—got Ice Cream moving out of his cabinet into the home—and incidentally made a double item sale in the transaction.

Another delicatessen lines up package Ice Cream in one compartment of his refrigerated display case. His customers *see* that he has Ice Cream—it makes them think of taking a package home. Incidentally, use of the insulated bag to carry Ice Cream for home service snares a lot of sales from homemakers who now buy other desserts for the family because "Ice Cream melts before I can get it home".

The boy-on-a-bicycle delivery can send a lot more Ice Cream to the homes, for unexpected guests, for the spur-of-the-moment party, for the convalescent, the children, or just because Ice Cream will add nourishment and fun to the meal.

The homemaker thinks of your store for all those Ice Cream occasions if you keep the idea of your Ice Cream availability right there in front of her, or—

If you'll send it—she's more apt to *phone* you!

An outlet is an opening, "a passage out." Every home in your neighborhood should be the point for a passage out of Ice Cream from your cabinet.

Kiddies Party

For small children serve Tiny Tot Sundae.

Into a flat sundae dish (or saucer) place a good portion of Ice Cream. Pour one ounce of chocolate over this. Serve with four small Graham Crackers.

Quiz Party

Pop-O-Top is grand refreshment for the spur-of-the-moment party. Use ice cold bottled carbonated beverages, your favorite flavor. Into an iced tea or tall glass, put a good portion of Ice Cream. Pour the carbonated beverage over the Ice Cream and serve.

For the Bridge Party

Serve Sweetheart Pies, made as follows:

Into the bottom of your dessert service, place crumbled Vanilla wafers. Top with a generous portion of your favorite Ice Cream. Cover with crushed fresh fruit or preserves, and decorate with whipped cream, if desired, and a few Vanilla wafer crumbs on top.

Hostess Suggestions

"Eating should be fun!" and when the hostess plans for all those special home occasions, that's what she wants—something to do, something to eat that guests will remember because it was different, and because they had such a good time.

Ice Cream is the No. 1 party dessert—the food more people serve because more people like to eat it!

The hostess likes to use Ice Cream because it is popular and economical too, but she wants something different for *her* party. If you can suggest that—you've sold the Ice Cream for the party and sold the idea of coming to you when party time is planned again!

Here are some suggestions which will help your hostess customer:

HAWAIIAN COCKTAIL

Fill a 6-ounce stemmed glass about two-thirds full of unsweetened chilled pineapple juice. Float a ball of lemon sherbet on top. Garnish with a tiny sprig of fresh mint or a red cherry, and serve as a first course for luncheon or dinner.

(To give a "professional" appearance to this combination, lend the hostess a No. 30 Ice Cream dipper. Tell her to dip from container with the dipper, dropping sherbet gently into the juice.)

ICED MOCHA

Into a tall glass, put 5 ounces of iced coffee. Add a generous portion of Chocolate Ice Cream. Whip until well blended. Add cracked ice to fill glass. Pass the sugar, if desired. One quart of Ice Cream for this drink will serve 8 aplenty.

CANTALOUPE WITH ICE CREAM

Cut round cantaloupe in half crosswise. Remove seeds, then peel carefully and cut, crosswise, into rings about 1½" thick. Place one ring in center of the dessert plate, and set a No. 16 dipper of Vanilla Ice Cream in center of ring. Also very good if lime or raspberry sherbet is used as the "topper." May be garnished with a red cherry, if desired, and served with little cakes or cookies (remember to tell the hostess you'll lend her the dipper).

Angel Food With Ice Cream

In this service, a slice of Angel food cake is topped with vanilla Ice Cream and covered with hot butterscotch sauce. This is also served with hot fudge or chocolate sauce.

Many other combinations are possible with angel food and Ice Cream. They always make a "hit."

HOT CHOCOLATE

Top hot chocolate or cocoa with a spoon of Ice Cream, instead of the usual whipped cream. Children love it.

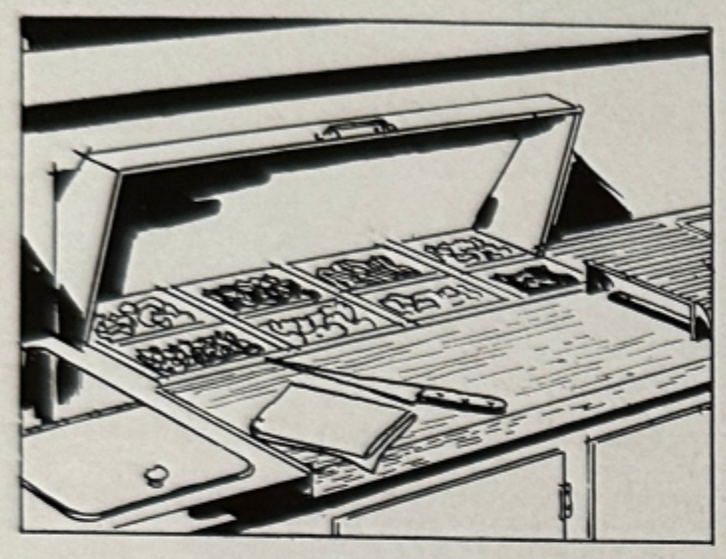
PARTY PUNCH

Put three quarts of dry gingerale in a large bowl with one quart orange Ice or Sherbet. Beat with a rotary egg beater or an electric beater until well blended. Add cracked ice, and serve, garnished with a small slice of orange or a sprig of mint.

A RASPBERRY COMPOTE PORCH REFRESHMENT

Line a service dish with a good covering of chilled orange slices and pineapple (cut about the same size as the orange slices.) Top with a generous portion of Raspberry Sherbet.

SANDWICHES—Styled for Service



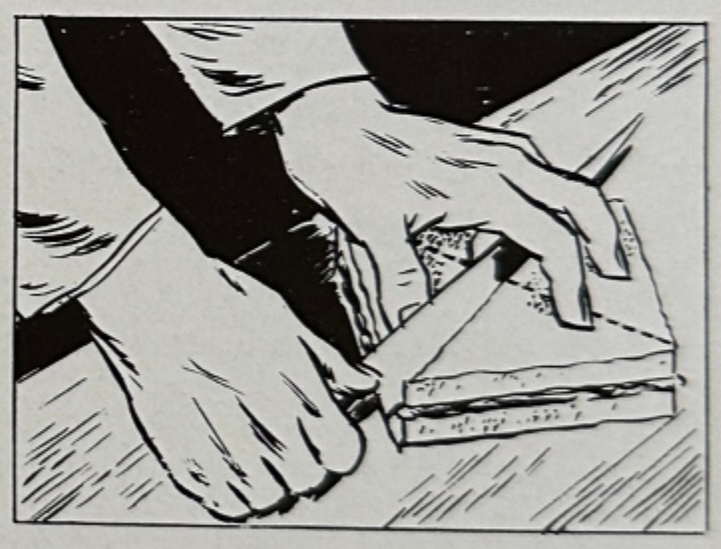
1. Jars filled, ready for speedy service. Board clean—free from crumbs, etc.

2. Spread bread with butter, or mayonnaise, in accordance with usual practice. Spread on sandwich filling, evenly.

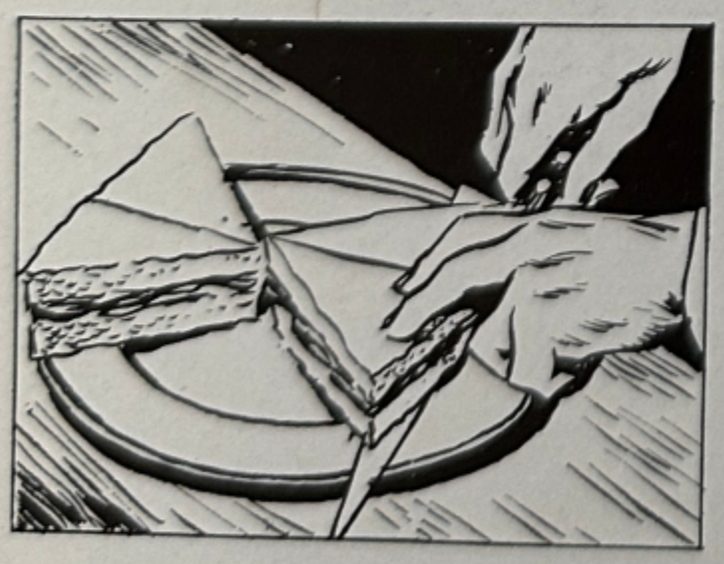
3. Place lettuce on in leaves—not "chunks". If bacon, tomato or other fillers are used, arrange evenly to keep surface level.

4. Trim the crust of 4 sides. Give the sandwich a good, clean-cut appearance.

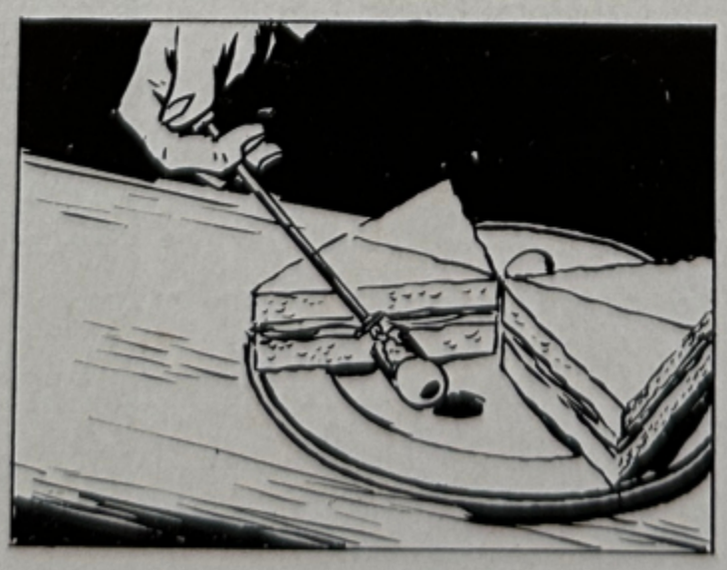
5. For a "three decker" or a thick "two decker", use toothpicks or skewers to hold sandwich together. Cut on dotted lines.



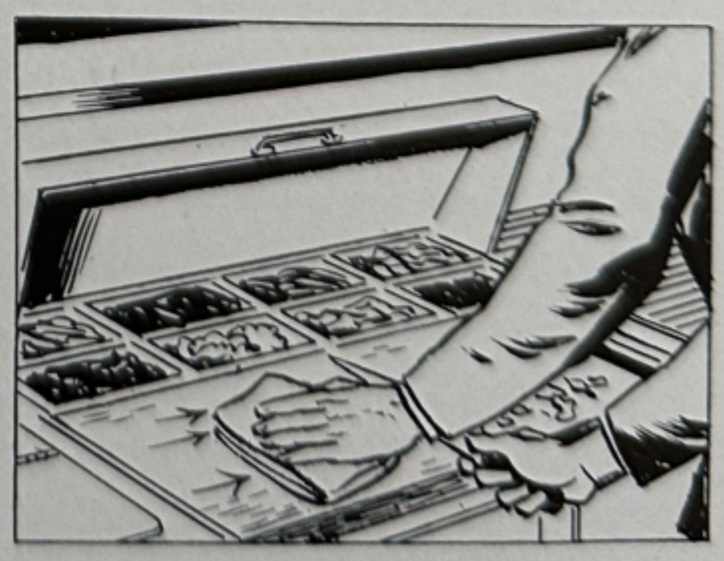
6. Train fingers to take position shown. This prevents cutting fingers and holds each quarter of sandwich secure.



7. Pick up half sandwich with cuting knife and place on plate. Other half is placed opposite. Use clever arrangements to show filling.



8. Garnish, using potato chips, pickle, olives, relish, slaw, etc.



9. Always remove trimmings, etc.—and keep board clean.

LUNCHEONETTE

Ice Cream adds appeal to luncheonette food combinations.

Feature Ice Cream Sodas or Ice Cream Milk Drinks with sandwiches, salads, fruit plates; Invitation Sundaes, Ice Cream Milk Drinks with platter specials. "With Ice Cream" increases dessert selling of pie, cakes, puddings.

The dessert sells the lunch—when the dessert is Ice Cream.

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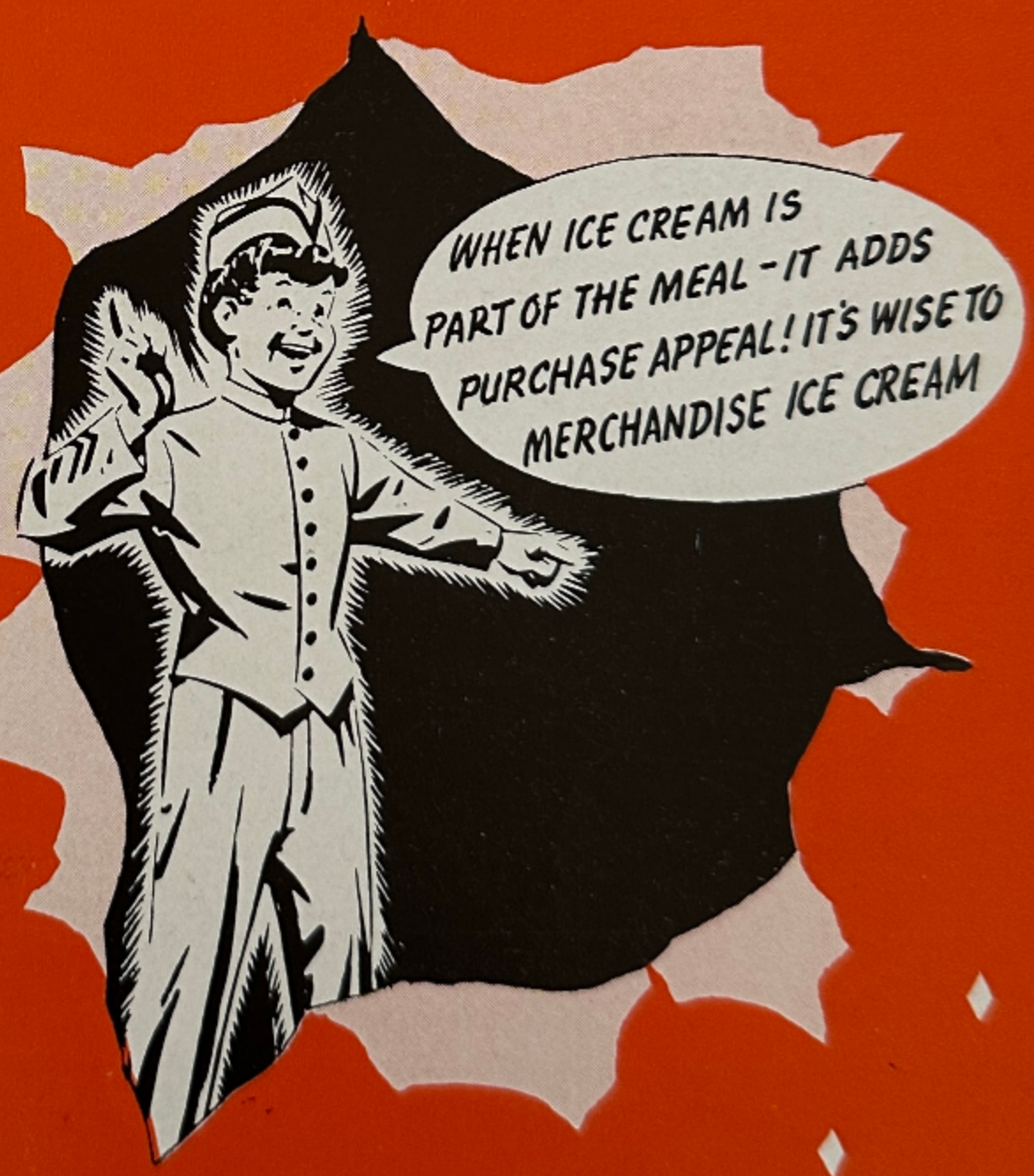


Caramel-Coconut *Chocolate* *Strawberry* *Pineapple*

INVITATION or BUDGET SUNDAE

Makes your Dinner and Luncheon Menu More Attractive

Invite your customers to enjoy a real climax to luncheon or dinner, by featuring on your menu, the Invitation or Budget Sundae.

Many people do not want a full-sized sundae with a meal. The smaller portion of the Invitation Sundae makes a "just right" serving for them. It *invites* them to end the meal with a satisfying, nutritious vitamin-filled food.

"*Budgets*" we call the same sundaes for those "in-between meal" times when people want "just a bite," or those other occasions when lack of time makes every minute count. Not so much, nor so high in price as the full-sized sundae, speedily made and served, "Budgets" help sell a lot of Ice Cream to budget-minded folks, whether it's a money or time budget they're following!

SO EASY TO MAKE!

Caramel-Coconut—Drop a No. 16 dipper of Butter-Pecan Ice Cream into a junior tulip or paper service dish. Cover with 1 ounce of caramel coconut topping. A swirl of whipped cream on top gives added eye and taste appeal.

Chocolate—A No. 16 dipper of vanilla Ice Cream, 1 ounce chocolate topping, and this Budget Sundae is on its way to the customer. For those extra fond of chocolate, chocolate Ice Cream may be used. Whipped cream's good on this too—or top with a red cherry.

Strawberry—Double flavor—with a No. 16 dipper of strawberry Ice Cream and 1 ounce crushed strawberry topping. Fresh, frozen, or preserved strawberries for topping make this a year 'round "standby".

Pineapple—Top a No. 16 dipper of vanilla Ice Cream with 1 ounce crushed pineapple or 6 or 8 pineapple cubes. Good with fresh pineapple topping too!

Marshmallow—Use a No. 16 dipper of chocolate Ice Cream. Top with 1 ounce of marshmallow. Very popular with a lot of people.

Scotchy-Crispy—This is "scotch" in the time it takes to make—in its cost—and in its flavor! Just top a No. 16 dipper of butterscotch "Revel" Ice Cream with a spoon of Rice Crispies. Makes a fine service for kiddies.

Date and Nut—Top one No. 16 dipper of Vanilla Ice Cream with 1 ounce Date-Nut Topping. Note: If you wish to make your own Date Nut Topping, we suggest this formula: 2 cups ground or chopped dates and ½ cup of chopped nuts and 2 tablespoons of hot water. An unusual flavor combination and a fine winter sundae.

Marshmallow Mocha—Chocolate Ice Cream, a No. 16 dipper; over the top 1 ounce of coffee marshmallow topping. A combination which gives the fine mocha flavor so many folks enjoy.

You can make "Budget or Invitation Sundaes" from your regular sundaes by using proportions of Ice Cream and toppings as here given. Use Budget or Invitation Sundaes to add pleasure to meals—to add Ice Cream customers for "between-meals"—to add profit to your Ice Cream department.

Marshmallow ***Scotchy-Crispy*** ***Date and Nut*** ***Marshmallow Mocha***

No Waste—No Delay—Serve Ice Cream Every Day

LUNCHEON

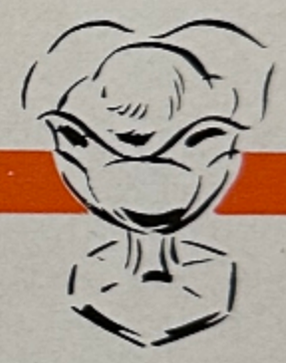
Omelette With Minced Sugar Cured Ham
French Fried Potatoes
Rolls and Butter
Milk, Coffee, Tea
Ice Cream or Sundae

LUNCHEON

Grilled Pork Chop,
Pineapple Slice
Fresh Asparagus Creamed Potatoes
Rolls and Butter
Milk, Coffee, Tea
Ice Cream or Sundae

DINNER

Pineapple Sherbet Cocktail
Radishes Carrot Strips
Roast Young Pig Apple Sauce
or
Prime Rib of Beef
Natural Gravy
or
Filet of Sole Tartar Sauce
Browned Potatoes
Asparagus Hollandaise
Parker House Rolls
Ice Cream or Sundae



Always ready—made in a variety of flavors—no waste from left overs, Ice Cream is the ideal meal accompaniment.

For first course for dinner, the pineapple sherbet cocktail is popular and delicious. Float a ball of lime, lemon, or pineapple sherbet on a glass of pineapple juice. Tangy, appetite-stimulating!

For Dinner

Dinner dessert course can either be a dish of Ice Cream—such popular flavors as Vanilla, Chocolate, Strawberry, Butter-pecan, Dubonnet Cherry, Pecan Crunch, Cherry Festival, Pineapple Cube, and many others to choose from.

Or for dinner, serve a sundae—

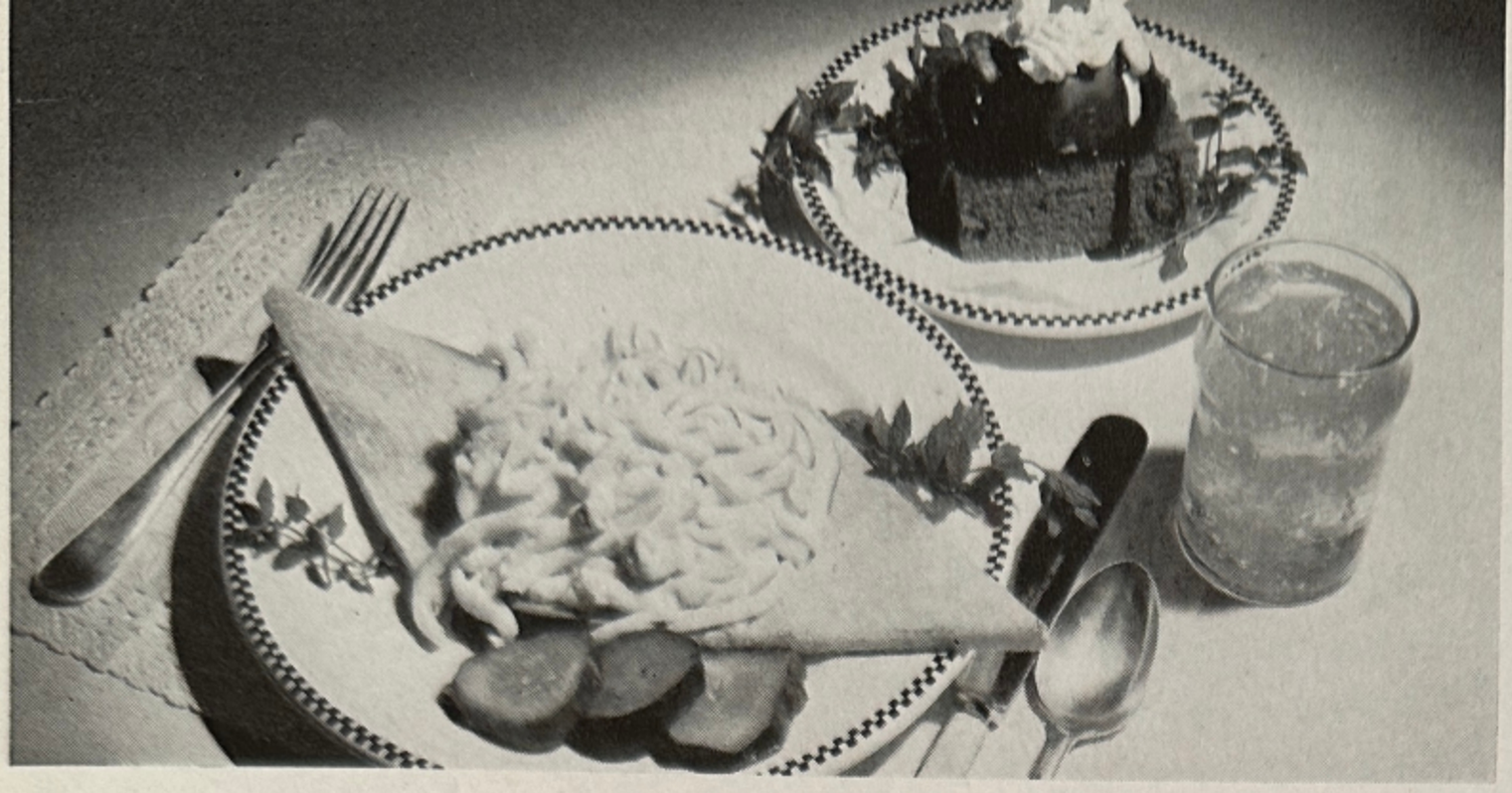
For Luncheon

Budget Sundaes are fine for luncheon service. At lunch people are usually in a hurry, so quick service appeals. Lunch is usually a lighter meal than dinner, so size of portion suits.

From the variety given you on these pages, you can pick just the ones to feature with each luncheon combination.

Chocolate, butterscotch, marshmallow sundaes are fine with egg or fish luncheons. Fruit topped sundaes—good with meat, and a dish of Ice Cream is good with any meal!

Serve Ice Cream every day!



Ice Cream Makes the Luncheon

BUSINESS GIRLS' LUNCHEON

Menu

Macaroni with Cheese Cream Sauce on Toast
Fresh Cucumber Pickles
Milk, Tea, Coffee
Gingerbread a la Ice Cream

Macaroni and Cheese

Prepare macaroni and cheese in accordance with your usual formula, or use canned macaroni and cheese. Prepare cheese sauce by adding cheese to your usual white sauce recipe, in the proportions of 1/3 cup cheese to 1 cup fairly thick white sauce.

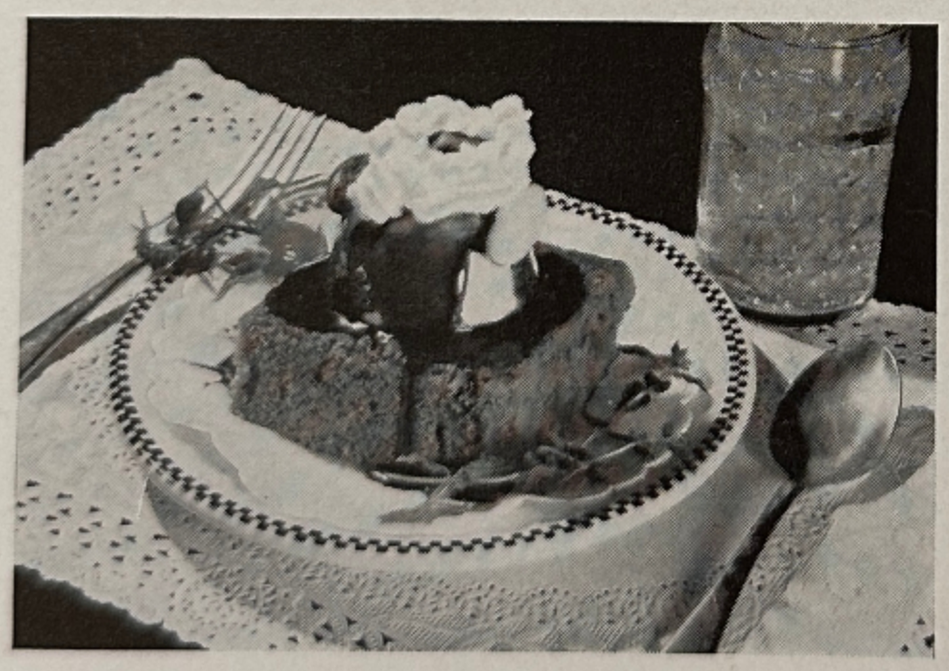
THE LUNCHEON

On a dinner plate, arrange two triangular pieces of toast. Place a good portion of macaroni and cheese in center of toast, and add a serving spoon of the cheese sauce over all. At one side of plate, arrange three slices of cucumber pickle.

THE DESSERT

Gingerbread a la Ice Cream is a splendid fall dessert and an excellent combination with the macaroni and cheese. The entire luncheon is simple to prepare, and the tangy flavor of the gingerbread, with the portion of Ice Cream, makes a satisfying meal, a change from the usual gingerbread with whipped cream. Call it to the special attention of your customers.

"Pause in mid-afternoon for a Dish of Health"
EAT ICE CREAM!



Gingerbread a la Ice Cream

Gingerbread Square—Topped with Ice Cream and minted Chocolate Sauce.

INGREDIENTS: Ginger Bread, Vanilla Ice Cream, Minted Chocolate Sauce, Whipped Cream, Orange and Black Jelly Beans, and Fresh Mint.

PROCEDURE: On a small plate, lay a square of ginger bread. Cover with one No. 20 dipper of vanilla Ice Cream. Over Ice Cream, put 1½ ounces of minted chocolate sauce. Garnish with whipped cream and one black and one orange jelly bean. Surround entire composition with two or three sprigs of mint.

NOTE: Minted Chocolate Sauce is prepared by adding a few drops of mint flavor to the regular chocolate topping. Be careful to add this a drop at a time as mint flavor is quite strong; and, for this sauce, only a delicate mint flavor is desired.

GARNISH WITH WHIPPED CREAM and 1 BLACK and 1 ORANGE JELLY BEAN
SURROUND WITH 2 or 3 SPRIGS of MINT
4th
5th
2nd
3rd
1 No. 20 DIPPER VANILLA ICE CREAM
1½ OUNCES MINTED CHOCOLATE SAUCE
1st
SQUARE of GINGER BREAD

TESTED I.C.M.I. FORMULA

Gingerbread a la Halloween

GINGERBREAD A LA HALLOWE'EN
An Old Favorite
in a
New Combination

A "Waffly" Good Luncheon

MENU

Crisp Browned Waffle

Broiled Ham Slice — Honey

Frosted Coffee
Ice Cream Soda

Prepare waffles according to your usual recipe. Allow one full waffle for each service of this luncheon.

On a warm dinner plate, place the freshly baked waffle. Put a slice of well-broiled ham in the center of the waffle. On the side of the plate, place a small ramekin of strained honey. Garnish the plate with a small sprig of parsley or of mint. Serve with Frosted Coffee Ice Cream Soda, or any other appropriate flavor or a dish of Ice Cream.

Waffles and ham make an excellent combination for featuring as a luncheon item. Inclusion of an Ice Cream Soda gives a different touch.

Nearly all luncheonette counters, as well as restaurants, tea rooms, and cafeterias have a battery of waffle bakers during the fall and winter months. This is one more use for the waffle baking equipment.

This luncheon has the advantage of quick service, is a good, satisfying meal for the hurried noon luncher, and is, as well, a fine winter snack for afternoon shoppers.

It can also be used for a late supper feature, if desired.

Merchandise combinations which are easy to prepare, good to taste, and satisfying to the customers, yet can be served at attractive prices.

↓ SHOPPERS LUNCHEON ↓

MENU

Chopped Veal Patty
(Seasoned to a tempting palatableness)
Boiled Rice
Broiled Tomatoes
Hot Rolls — Butter
Special Ice Cream

VEAL PATTIES:

Broil, or pan broil, well-seasoned veal patties (chopped lamb steak patties may also be used in this luncheon).

THE LUNCHEON:

On one side of a dinner plate, place a good portion of flaky boiled rice, which has been seasoned with salt and pepper. Place the browned meat patty on top of the rice and put a spoon of pan gravy over all. At the opposite side of the plate, place two slices of broiled tomato. Serve with hot rolls and butter.

THE DESSERT:

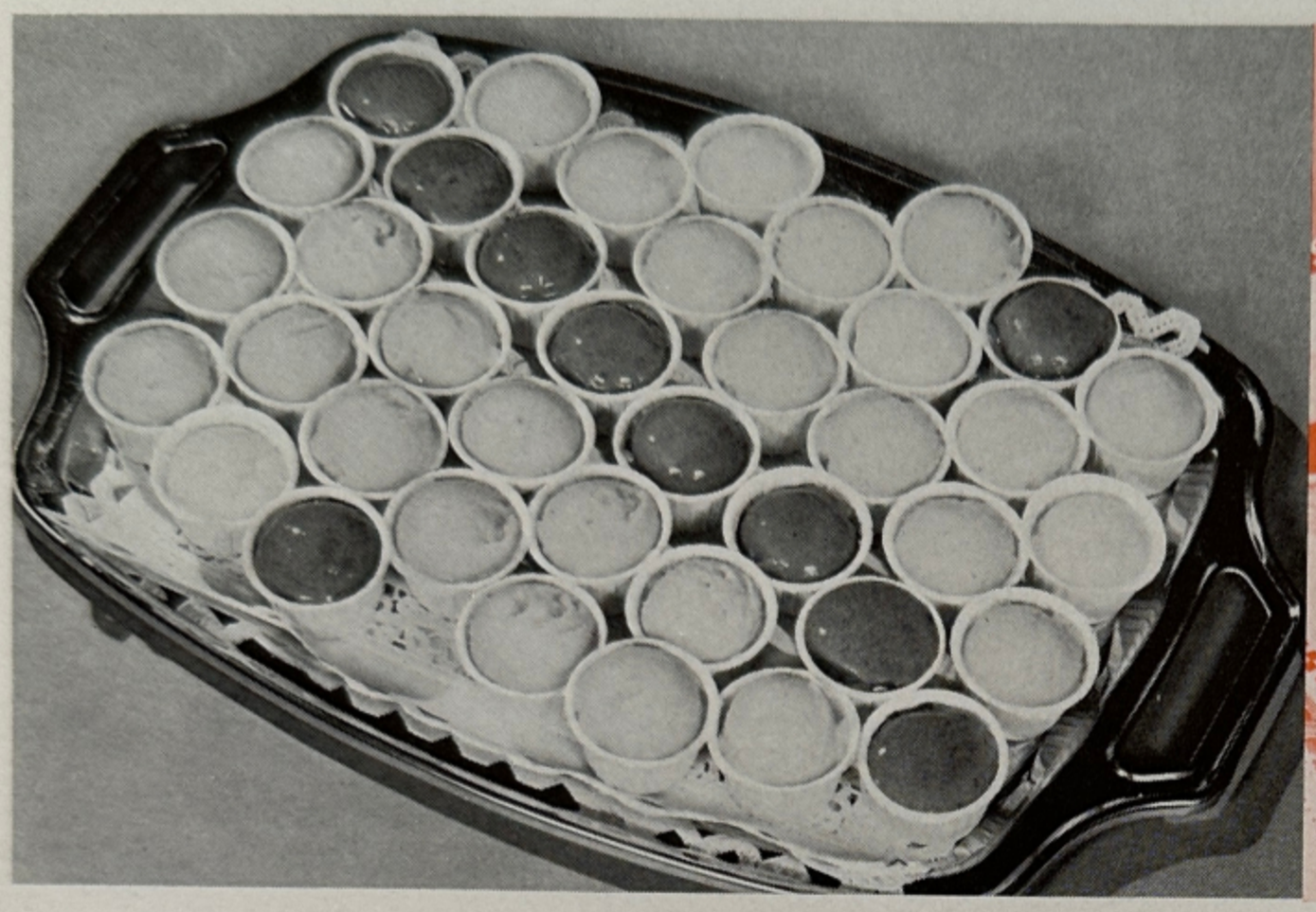
For dessert, serve the special Ice Cream you are featuring, an Ice Cream soda, an Ice Cream Frappe, or any Ice Cream combination which will blend with the entree.

This luncheon can be prepared in advance—served quickly and well in a small space. The combination is good, satisfying, and can be sold at a moderate price and yield a good profit.

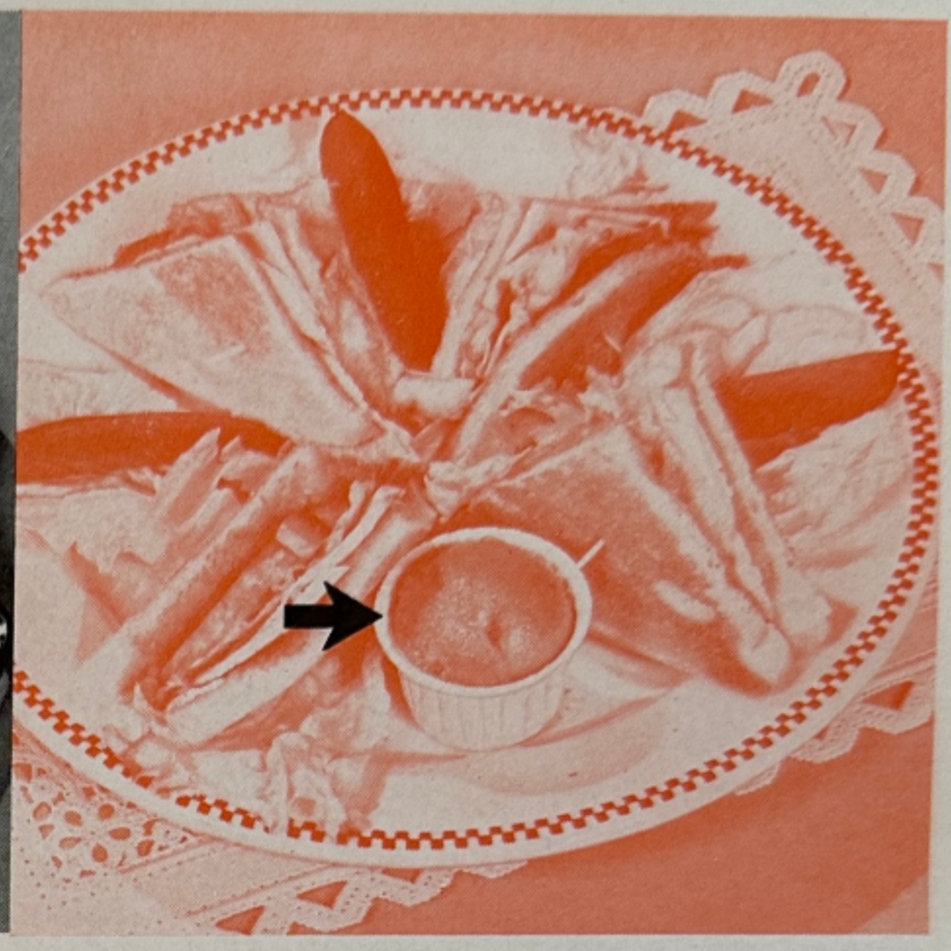
Serve Shoppers Luncheon.

GLORIFY THE SANDWICH

With Sherbets or Water Ice



Sherbets or Water Ices in Souffle Cups



The Junior Club Sandwich

"Eye appeal" helps tremendously in the sale of food. "Taste appeal", which remains as a pleasant memory, brings the customer back again and again to create that important and profitable repeat business.

The use of a souffle cup of a tart jelly or a tangy fruit sherbet with the food order definitely stimulates the "taste buds" which say "It's Good!" to the customer, and lingers pleasantly in his memory.

"Give a little more" in service, product, food, or garnish! A sound merchandising principle for creating customer good will—and, incidentally, more business!

For example, restaurants have materially increased breakfast toast orders by the use of a souffle cup (No. 39) of jelly, jam, or preserves—colorful, taste-stimulating, and inexpensive. Indeed it has been the experience of many that increased business much more than offset the slight added cost of the eye-appealing and taste-jogging side service.

A No. 45 souffle cup of a colorful cool tangy taste-stimulating sherbet or water ice adds the "something more" to the sandwich service. Its appeal is so definite, so powerful that the slight cost per serving (about *one penny*) is much more than offset by its customer attraction.

Vary the Flavor and Color

There is a range of sherbets and water ices to vary the flavor and color. With the chicken sandwich shown, the cup of raspberry or cranberry ice gives "artistic piquancy" and creates the "something more" which pleases the customer. Sherbet will bring out the actual flavor qualities of the sandwich itself.

Portion

A standard portion is assured when the souffle cup is used. The No. 45 cups shown are filled with a No. 40 dipper. Use of this dipper and the No. 45 cup gives the generous looking portion you see—and costs only about *a penny*.

A variety of sherbets—orange, lemon, lime, raspberry, pineapple—are pictured on the tray. All are excellent to serve with sandwiches.

Vary the flavor and color with different sandwiches you special. See for yourself the definite addition to the attractiveness of the sandwich plate. Taste for yourself the extra goodness.

"Give the little something more," the sherbet, which glorifies the sandwich—and watch your sandwich sales soar!

Sandwich Luncheon Combination

HAM SANDWICH

1. Ham Sandwich
2. Sliced Tomatoes
3. Pickle Stick
4. Mustard in Ramekin
5. Frosted Strawberry Sundae

TOASTED CHEESE SANDWICH

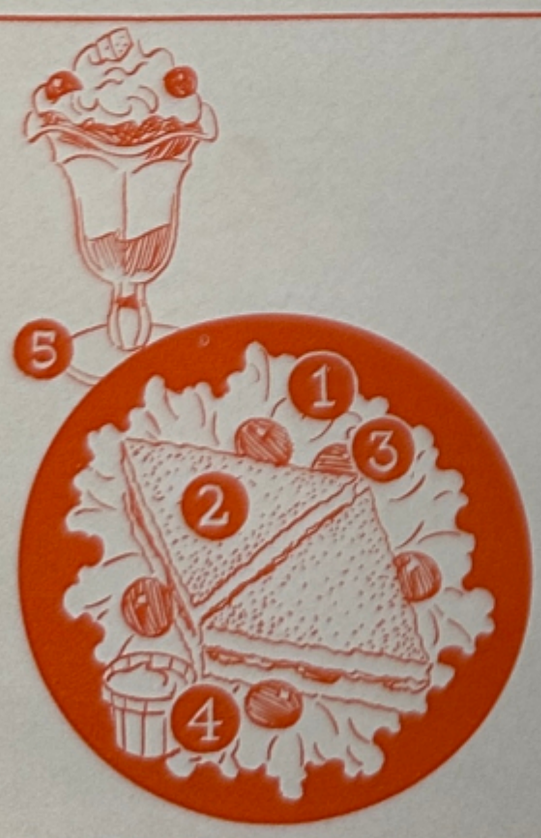
1. Lettuce Leaves
2. Toasted Cheese Sandwich
3. Cucumber Pickle Slices
4. Cherry Tree Banana Split

ROAST YOUNG PIG SANDWICH

1. Roast Pork Sandwich
2. Whipped Potatoes
3. Sprig of Parsley
4. Apple Sauce in Ramekin
5. Golden Glow Soda

SALMON SALAD ROLL

1. Salmon Salad Sandwich on Roll
2. Potato Chips
3. Pickle Stick
4. Lettuce Leaves on Plate and Sandwich
5. Mayonnaise in Ramekin
6. Root Beer Milk Shake



CHICKEN SALAD SANDWICH

1. Lettuce Leaves
2. Chicken Salad Sandwich on Toast
3. Ripe Olives
4. Sherbet in Souffle Cup
5. Strawberry Pineapple Sundae

PIMIENTO SANDWICH

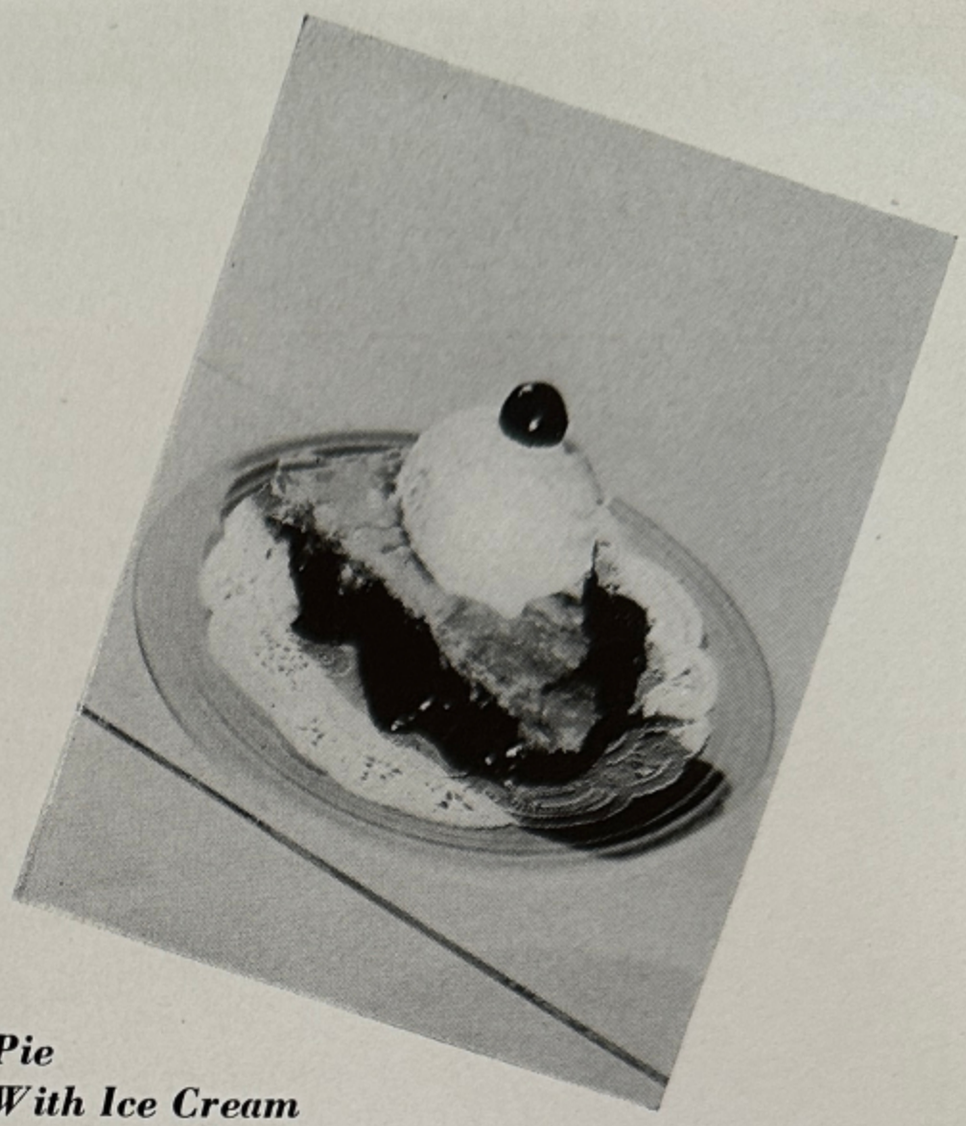
1. Lettuce Leaves
2. Fruit Salad
3. Pimiento Sandwich on Toast
4. Chocolate Ice Cream Soda

Pie ~~a la mode~~

If you must say "a la"—say "a la Ice Cream"

Better Say—

Pie with Ice Cream



Pie
With Ice Cream

A Merchandising Theme
For More Sales And Greater Profits

The sight of the name of a product is more apt to sell than some high-falutin' phrase. "A la mode" is a "75c" word, but does it or doesn't it help to *Sell Ice Cream?*

PIE—*with Ice Cream*—grand combinations every month of the year, with fresh berry, apple, chocolate, coconut, custard, mince. Ice Cream gives "oomph" to the whole pie family. Not only does "Ice Cream with Pie" make additional sales but "Pie with Ice Cream" actually sells more pies and gives greater taste satisfaction to the consumer. It brings out the fruit or flavor of the combination.

ANGEL FOOD *with Ice Cream*—Place a portion of Ice Cream (vanilla, fruited, or nut) on a slice of angel food—top with a cherry and serve.

Or you may prepare the service as above, adding a topping of fudge, caramel, or crushed fruit, before serving.

SPLIT LAYER CAKE *with Ice Cream*—Insert in a portion of layer cake a dipper of chocolate, fruited, or nutted Ice Cream, garnish with a cherry, and serve. Sponge cake or fudge cake topped with a portion of Ice Cream can also be made into an attractive service, either for dessert serving, or for afternoon or evening specialing.

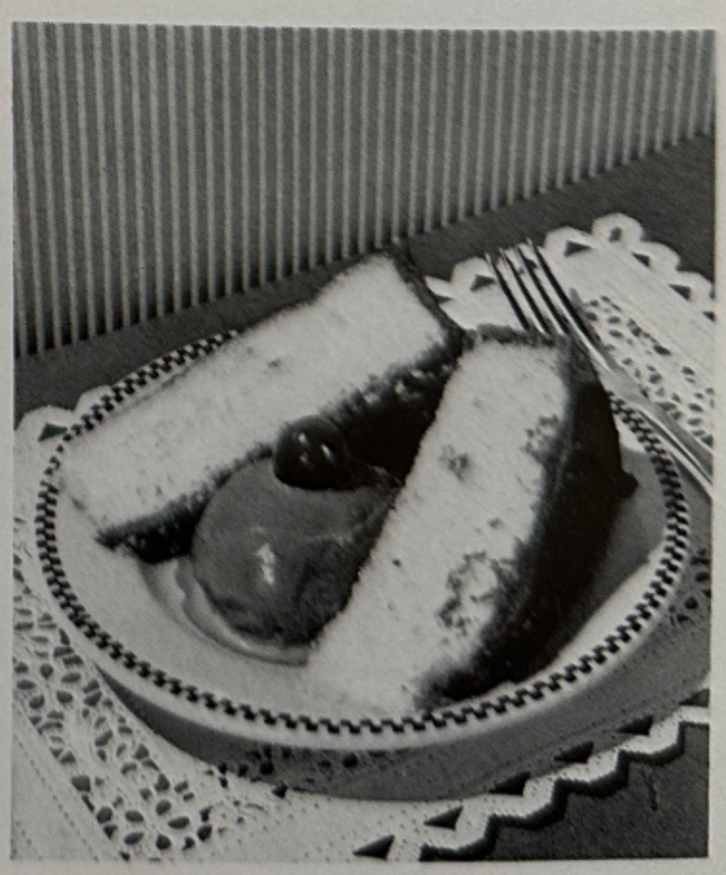
CHERRY COBBLER *with Ice Cream*—Top the individual portion of cherry cobbler or other hot fruited pudding with a dipper of Ice Cream, garnish with a cherry, and serve.

FROSTED COBBLER OR PIE is another way to sell Ice Cream. For this service, the portion of Ice Cream is laid on either pie or cobbler, spade fashion, presenting a frosted appearance in the service. It sells Ice Cream!

All these items can be made and served by soda fountains with luncheonettes, and from the store with only a cabinet. Good to suggest, too, to customers for use at home.

Angel Food with Ice Cream

Cherry Cobbler with Ice Cream



Split Layer Cake with Ice Cream

★ ★ ★ AFTER THEATRE SNACKS ★ ★ ★

THIN HOT CAKES

Thin Hot Cakes — Melted Butter
Hot Syrup — Crisp Bacon
Chocolate Banana Ice Cream Soda
or
Chocolate Banana Sundae

CORN BEEF HASH

Corn Beef Hash — Relish
Thin Toast
Root Beer Milk Shake
or
Caramel Fudge Sundae

CHICKEN SALAD

Chicken Salad — Salad Roll, Butter
Hot Fudge Sundae
or
Cherry Milk Shake

OYSTER BOAT

Oyster Boat, French Roll Toasted Hulled, Filled with Fried Oysters
Topped with Barbecue Sauce
Butter Pecan Ice Cream

HOLLYWOOD SANDWICH

American Cheese, Sliced Chicken
Baked Ham, Dipped in Egg Batter
French Fried, Served with Jelly
Frosted Fruited Parfait
or
Chocolate Ice Cream

COMBINATION SALAD

Combination Salad, Made with
Freshly Cooked Vegetables,
Crisp Lettuce, Tomato and Avocado
French Dressing
Fruit Salad Sundae
or
Van-Raspberry Ice Cream

STEAK SANDWICH

Steak Sandwich, Served on Toast, Pan Cooked and Butter Sauce
Sweet Relish — Tomato Wedge
Strawberry Ice Cream Soda
or
Van-Butterscotch Ice Cream

SPAGHETTI

Spaghetti with Chili Meat Sauce
Rolls — Butter
Chocolate Malted Milk
or
Chocolate Salted Peanut Sundae

GOLD COAST

Toast, Poached Egg, Glazed with Melted Cheese
en Casserole
Frosted Chocolate
or
Tutti Frutti Sundae

LOG CABIN HAMBURGER

Hamburger on Toasted Bun
with
Relish Mayonnaise
Minted Lime Freeze
or
Fresh Strawberry Ice Cream

★★★★★★★★★★

★★★★★★★★★★

EQUIPMENT MAINTENANCE

Complete Inspection of All Equipment

On a certain morning each week take a screwdriver, hammer, wrench, and flashlight. Start at one end of the fountain and inspect each piece of equipment.

Gas

Inspect gas burners. If too much yellow flame, have burners adjusted.

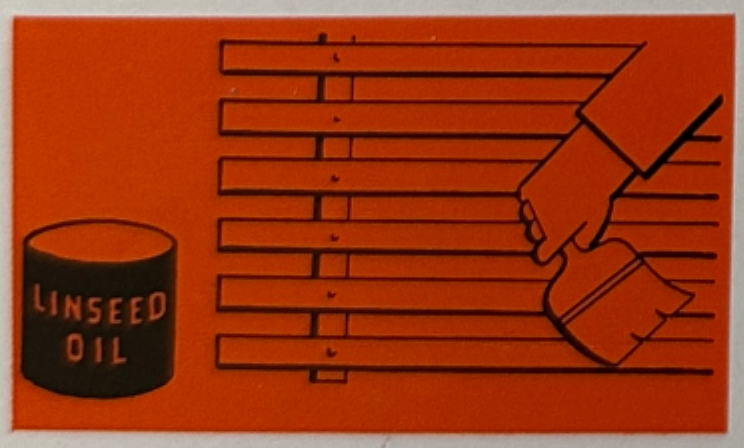
Costly Fruit and Syrup Jars

Breaking syrup and fruit jars during washing is the utmost in carelessness, yet this form of "accident" does happen. If there are any cracked or broken jars on YOUR fountain, *replace* them now. Don't stick them together with adhesive tape.

Breakage of Dishes

You are bound to have some breakage in dishes regardless of care in handling. Usually, however, the number of dishes and glasses broken can be cut down considerably by giving some time and thought to the situation. Study your dishwashing arrangement. Neat wooden racks both on the drain boards of the sink in the kitchen and also on the shelves where glassware is stored are helpful in preventing breakage.

Let your help know the costs of glassware and dishes and point out that the broken articles are the net profit on so many five and ten cent sales.



Floor Slats

Floor slats, before being used, should be soaked with linseed oil. The dirt does not work into the wood if this practice is followed and the slats become whiter after scrubbing. In addition to regular scrubbing, take the slats to an auto laundry once a week and allow them to be sprayed with live steam.

Constant Care

One thing that is usually very much neglected is the tightening of any bolts or screws on the fountain, especially on moving parts such as covers on the cabinet. Tighten all bolts and screws that you can find on your tour of inspection but don't tighten them too tight. Turning them too tight is just about as bad as leaving them loose.

Woodwork

Woodwork should be cleaned and polished frequently with a good cleaner and polisher. Never use soap.

Stools

Stools should be tightened whenever they become loose at the base. If seat of stool is leather or leatherette, it should be washed frequently with saddle soap. An old stool will look new again if washed with this soap. Lift up the stool seat. If rod extending into stool base is dry, lubricate it with hard oil. This practice will not only eliminate any screeching sound when stool is spun, but will cause stool base to stay tightened much longer.

Compressors

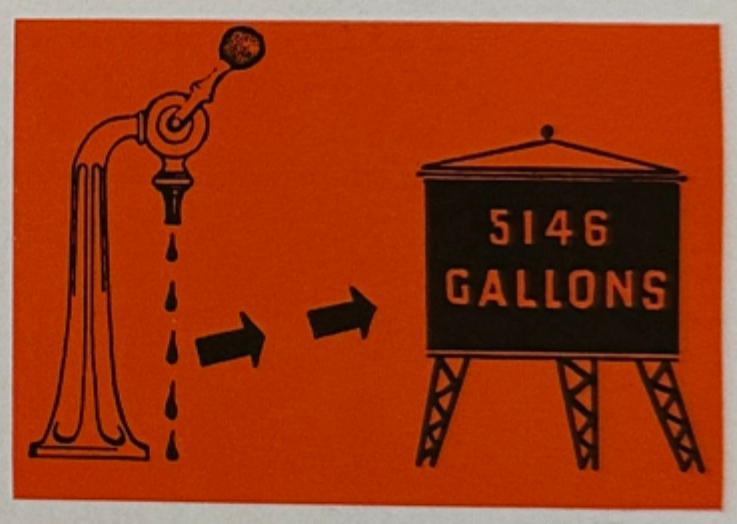
Have these checked periodically for mechanism disorders. Keep oil cups filled. Keep compressor clean. A greasy, dusty compressor is a fire hazard.

Polishing

Equipment that is kept clean and polished will not corrode and rust. Use polishes that are not abrasive to the extent of being gritty. (Lava Soap is a good cleaner for the newer stainless steel covered equipment.)

Hazards

A slippery floor, a cracked or broken piece of glass, a jagged piece of metal, a loose stool step or wabbly chair are a few of the many hazards that, if they do not bring about lawsuits, will, at least, lose patronage. Be on the lookout constantly for hazards.



Faucets

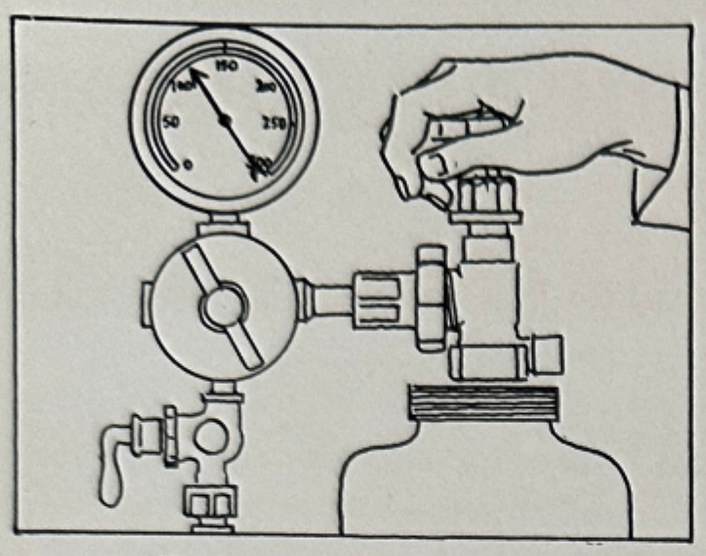
A dripping faucet is a seemingly unimportant item. Figures available at your own City Water Department will change that opinion. The amount of water wasted because of a dripping faucet varies according to the city water pressure. Taking for the sake of figures, a pressure of 50 pounds—a faucet will drip 5,146 gallons in a year. Should the faucet be the carbonator faucet the flow would be even faster, with increase in loss.

You can easily learn how to change the washers and tumblers in your draft arms and in the water faucets.

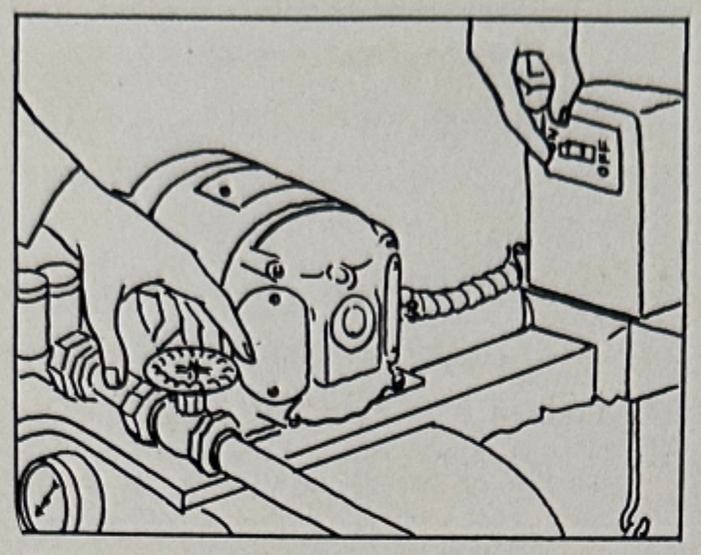
Systematize Equipment Maintenance

The foregoing suggestions are by no means intended to cover the subject of "Equipment Maintenance." It would take a book to do that. However, it will give the reader some idea on how to systematize his procedure in giving equipment proper care, to assure maximum usefulness.

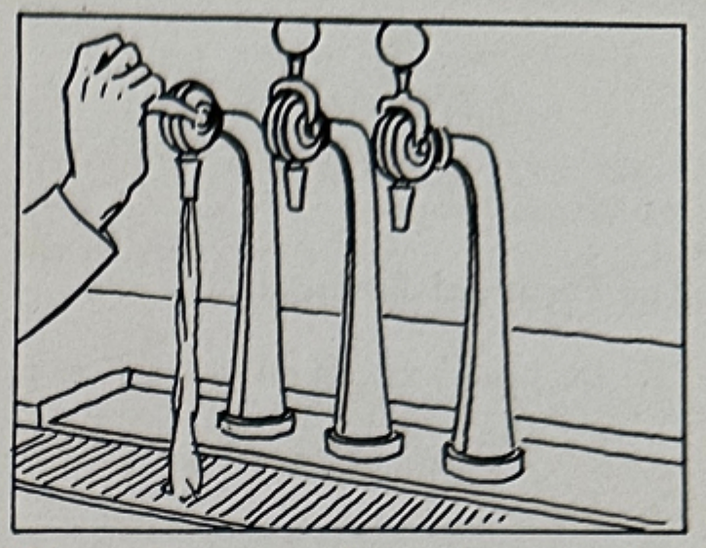
Cleaning the Carbonator



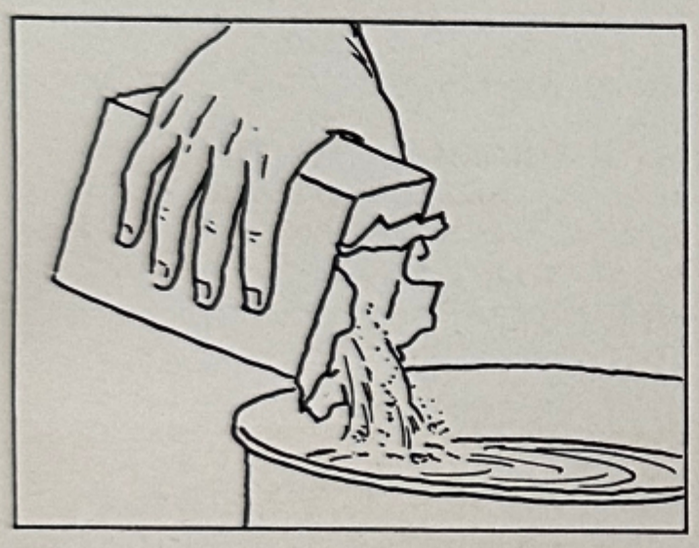
1. Turn gas off at gas drum.



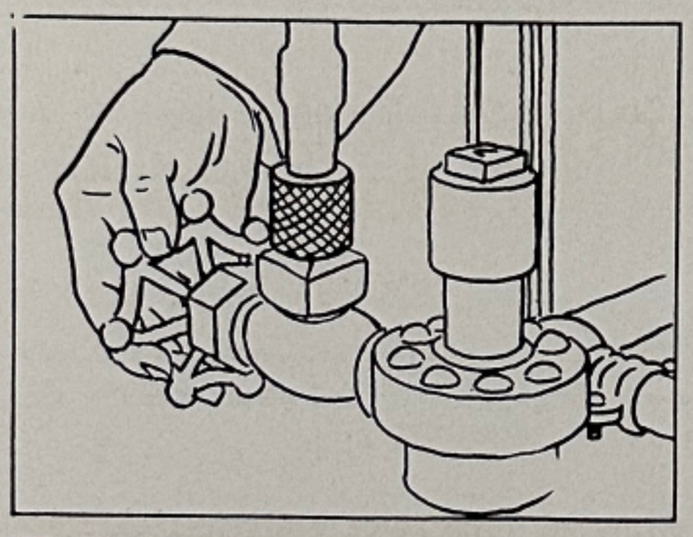
2. Turn off electricity and city water running to carbonator.



3. Turn on carbonated water at draft arms at the fountain. Let run until all water and pressure have stopped.

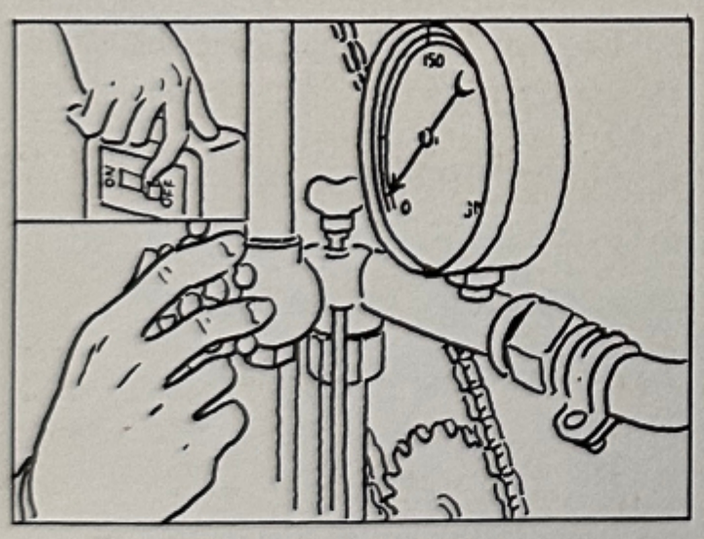


4. Into 5 gallons of water thoroughly dissolve 3 lbs. of baking soda.

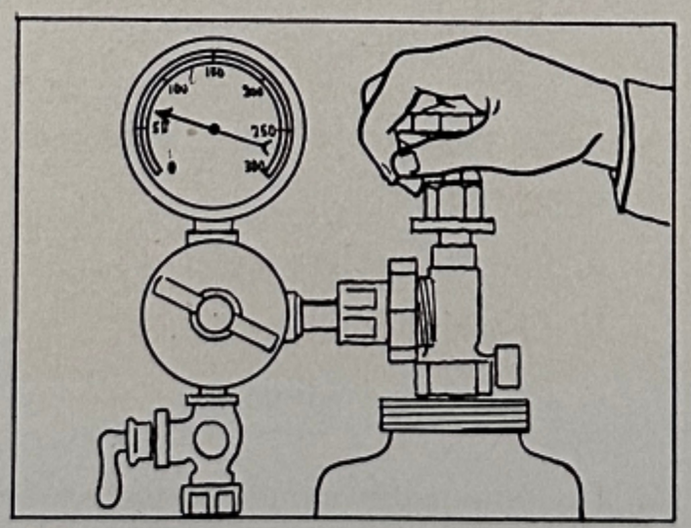


5. Disconnect block tin carbonated water line leading to fountain.

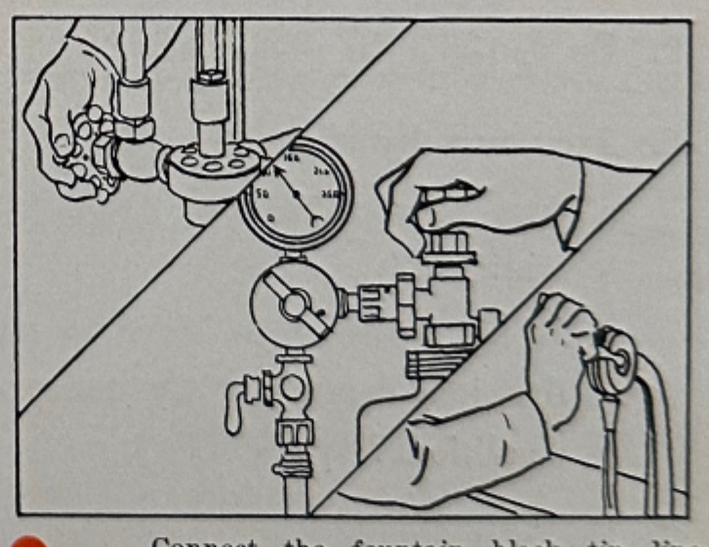
6. Using a funnel and short piece of hose, pour the solution into carbonator, opening the air valve while doing so.



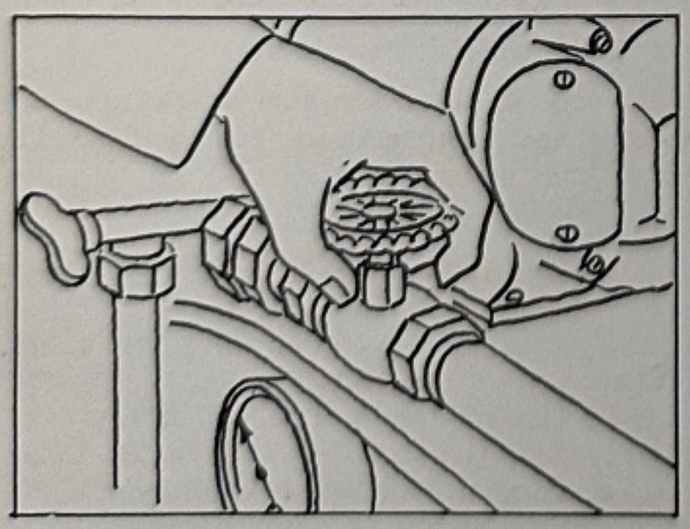
7. Shut the air valve and turn on electricity. Let carbonator run for a few moments.



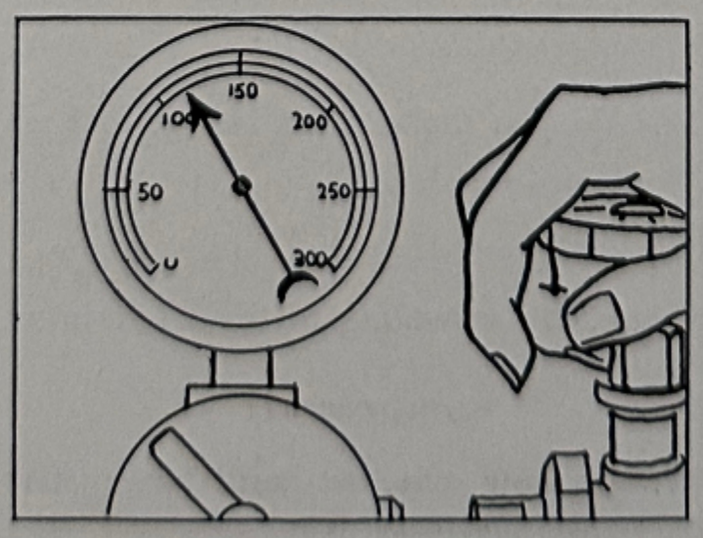
8. Turn gas drum on. Allow gauge to go to 60 to 70 lbs. pressure.



9. Connect the fountain block tin line back on carbonator. Turn gas off at gas drum and draw the soda solution through all the draft arms.



10. Turn on city water, electricity, and allow carbonator to fill 2/3 full. (See glass gauge on front of carbonator.) Allow 60 to 70 lbs. pressure to register on gas drum gauge. Allow this rinsing solution to run out at draft arms.



11. When all rinse water has been drawn out, turn on city water, electricity, and turn gas drum on slowly so that pressure goes back to normal 120 lbs. Let carbonator run until it shuts itself off.

12. Test carbonated water by tasting. If any taste of soda remains in carbonated water, run off carbonated water at draft arm *until there is no trace of the soda taste.*

A THOROUGH INVENTORY MIGHT BE HELPFUL

The Personal Element

1. Do you check up on yourself at intervals?
2. Are you and your salespeople profit-minded?
3. Do you have fighting blood in your veins?
   a. Refuse to accept defeat.
   b. Go after business aggressively.
   c. Tempt people to buy.
4. Do you analyze your business frequently?
   a. Merchandise.
   b. Salespeople and selling costs.
   c. Relation to current needs.
   d. relation to customers.
5. Do you like the retail business?
6. Are you fully adjusted to the job?
   a. Are your salespeople working with you?
   b. Is the entire store keyed to do the job demanded by today's conditions?
7. Do you emphasize your virtues rather than copy competitors' weaknesses?
8. Do you study the methods of other successful merchants?
9. Do you sometimes remain at the store alone to think quietly and analyze your current needs?

Store Policy and Customer Relations

10. Have you built up a satisfactory record with your customers?
11. Do you appreciate the money value of altruism in business, or do you believe it is "dog eat dog?"
    a. By altruism is meant an appreciation of the other fellow's viewpoint, an eagerness to know and to provide exactly what the customer wants.
12. Do you fully appreciate the importance of the human element in business?
    a. The public in general.
    b. Customers in particular.
    c. Salespeople.
13. Are your store policies right?
    a. Calculated to satisfy customers.
    b. Designed to secure loyalty of salespeople.
14. Does your store have a pleasant atmosphere?
    a. Cheerful salespeople.
    b. Cheerful management.
    c. Determined absence of gloom.
15. Do you make an effort to inspire confidence?
    a. In the public.
    b. In your salespeople.
16. Do you make a real effort to keep people at home?
    a. By offering real inducements.
    b. By appealing to their self interest.
17. Do you strive to build community connections?
18. Do you cultivate the farmers?
19. Do you cultivate the good will of children?
20. Are customers handled diplomatically always?

Salespeople

21. Are your salespeople well trained?
    a. Alert.
    b. Attentive.
    c. Intelligent.
    d. Well informed.
    e. Cheerful.
    f. Pleasant.
    g. Accommodating.
    h. Cooperative.

Records and Finance

22. Do you have a satisfactory system of records?
    a. Bookkeeping.
    b. Stock Control.
    c. Monthly Inventory.
    d. Departmentalization.
23. Do you watch your finances carefully?
    a. Ratio of overhead to volume.
    b. Average profit.
    c. Liabilities to assets.
24. Is your cash and credit business balanced?
    a. Safe percentage of cash business.
    b. Credits restricted to good risks.
    c. Credit losses 1% or less.
    d. Accounts active.
    e. Average collection period under 70 days.

Every business realizes the need for doing everything possible to improve methods and make the most of whatever opportunities are available. Make an analysis of your situation by giving yourself an answer to these questions:

Location and Layout

25. Is your location good?

26. Is your store layout attractive?
    a. Convenient for the customer.
    b. Goods neatly, but amply, displayed.

27. Is your rent in proportion to volume? Have you tackled the landlord on the subject?

Lighting and Interior Decoration

28. Is your store brilliantly lighted?

29. Are walls and ceilings well painted in a light color—cream or white—so as to permit full reflection of light?

Merchandise and Merchandising

30. Do you have the goods people want?
    a. Full assortment—flavors, combinations, sizes.
    b. At the price people wish to pay.
    c. With correct service.

31. Is your stock clean and up to date?
    a. Free of too much old goods.
    b. Adjusted to the requirements of your trade.

32. Do you study turn-over?
    a. Do you know what rate of turnover is necessary?
    b. Do you avoid overstocking slow moving lines?

33. Is your stock price lined satisfactorily?
    a. Not too many prices in each line.
    b. Lines adjusted to consumer demand.

34. Do you keep informed as to merchandise and prices?
    a. Visit other stores in your same line of business.
    b. Study offerings of new merchandise.
    c. Keep posted on consumer preferences.
    d. Study nutritional value of Ice Cream.

35. Do you concentrate purchases to a reasonable extent?

36. Do you keep your stocks clean?
    a. Dispose of left-overs immediately.
    b. Force sales of old goods and carry-overs.

37. Do you strive to maintain quality at a reasonable price?

38. Do you strive to increase the average sale?

39. Have you revalued all merchandise?

40. Is your buying properly organized?

41. Do you use want slips extensively?

42. Do you feature special items the year round?

43. Do you plan for these specials in advance.

Window and Interior Displays

44. Do you have attractive window displays?
    a. Do you change them once a week?
    b. Do you show merchandise of interest to the public?
    c. Do you show prices?
    d. Are the windows kept clean?
    e. Do you use modern fixtures?

45. Are interior displays attractive?
    a. Goods well displayed.
    b. Price-marked.

Advertising and Store Promotion

46. Is your advertising well planned?
    a. Consistent.
    b. Continuous.
    c. Regular.
    d. Well timed.
    e. Reach everybody.
    f. Good copy.
    g. Right items.
    h. Effective.

47. Do you search for good store promotion ideas?
    a. Merchandising showmanship.
    b. Local tie-ups.
    c. Seasonable promotions.
    d. Interesting events.

48. Do you avoid monkey business, dangerous sensationalism or other things that might prejudice the public against you?

49. Do you avoid price wars?

50. Do you bait customers with desirable, attractive merchandise?

—Courtesy Rice-Stix Merchants' Service Bulletin

KNOW YOUR COSTS

Average Sundae Topping

& Garnish Costs

1½ oz. Chocolate Syrup	**.0112**
1½ oz. Marshmallow	**.0053**
1½ oz. Butterscotch or caramel	**.015**
½ oz. dry nut pieces	**.019**
1½ oz. Chocolate Fudge	**.028**
Garnish (cherry, candy bits, etc.)	**.003 to .009**

Fountain Syrups—

¾ oz.	**.0055**
1 oz.	**.0074**
1½ oz.	**.0112**
Carbonated water—soda service	**.003**
Whipped cream	**.003**
Banana (based on 6c per lb.)	**.015**
Doily (approximately)	**.0015**
Malted milk	**.0075**
1½ oz. Nuts in syrup	**.0153**
Waste allowance	**.003**

Costs of Syrups and Toppings

Crushed Fruits

The usual pack of crushed fruits is 1 quart, ½ gallon, and 1 gallon. To make these fruits ready for serving at the Ice Cream Department, it is usual to mix two parts of simple syrup to one part fruit.

U. S. prices* on crushed fruits range as follows:

Per quart	$ .70 to $1.15
Per half-gallon	1.58 " 2.75
Per gallon	2.95 " 4.15

* Prices are based on September, 1941 quotations from leading U. S. fruit and syrup packers for fountain trade.

The following method will give you costs per ounce on crushed fruits when ready for use at the Ice Cream Department.

Cost of ½-gallon jars per dozen	19.00	21.75	25.50	27.50	30.00	33.00
½ gal. crushed fruit (as packed)	1.58	1.81	2.13	2.29	2.50	2.75
1 gal. simple syrup (for 2 to 1 dilution) based on sugar at $5.30 per hundred pounds	.34*	.34*	.34*	.34*	.34*	.34*
Total cost 1½ gal. ready-to-use fruit	1.92	2.15	2.47	2.63	2.84	3.09
Cost per ounce	.0100	.0112	.0129	.0137	.0148	.0161

* Price of simple syrup varies with cost of sugar.

Concentrated Syrup

Usual pack of concentrated fruit syrups is by quart and gallons and No. 2 tins. These are mixed for use at the Ice Cream Department one part concentrated fruit syrup with three parts simple syrup.

U. S. prices range from $2.25 to $3.70 per gallon can. (Ready-to-use syrup may also be purchased from some manufacturers.) Figure per serving (1½ ounces) prices of syrups as follows:

1 gal. concentrated syrup	2.25	2.50	2.75	3.00	3.20	3.70
3 gal. simple syrup (based on sugar at $5.30 per hundred pounds)	1.02	1.02	1.02	1.02	1.02	1.02
4 gal. Ready-to-use syrup	3.27	3.52	3.77	4.02	4.22	4.72
Per serving (1½ ounces)	.01	.0104	.0112	.0119	.0124	.0133

* Price of simple syrup varies with price of sugar.

COST OF ICE CREAM PER SCOOP
Average Number of Dips to the Gallon [4 Quarts]

	#30 62 to 1 gal.	#24 51 to 1 gal.	#20 42 to 1 gal.	#16 35 to 1 gal.	#12 26 to 1 gal.	#10 24 to 1 gal.	#8 22 to 1 gal.
Price per Gallon $1.00	.0161	.0196	.0238	.0286	.0385	.0417	.0455
Price per Gallon 1.05	.0169	.0206	.0250	.0300	.0404	.0437	.0477
Price per Gallon 1.10	.0177	.0216	.0262	.0314	.0423	.0458	.0500
Price per Gallon 1.15	.0185	.0225	.0274	.0329	.0442	.0479	.0523
Price per Gallon 1.20	.0194	.0235	.0286	.0343	.0462	.0500	.0545
Price per Gallon 1.25	.0202	.0245	.0298	.0357	.0481	.0521	.0568
Price per Gallon 1.30	.0210	.0255	.0310	.0371	.0500	.0542	.0591
Price per Gallon 1.35	.0218	.0265	.0321	.0386	.0519	.0562	.0614
Price per Gallon 1.40	.0226	.0275	.0333	.0400	.0538	.0583	.0636
Price per Gallon 1.45	.0234	.0284	.0345	.0414	.0558	.0603	.0659
Price per Gallon 1.50	.0242	.0294	.0357	.0429	.0577	.0625	.0682

COST OF ICE CREAM PER SCOOP
Average Number of Dips to the Imperial Gallon [5 Quarts]

Lower Chart for Canadian Use

	#30 *Scoop* 77 *to Gal.*	#24 *Scoop* 64 *to Gal.*	#20 *Scoop* 52 *to Gal.*	#16 *Scoop* 44 *to Gal.*	#12 *Scoop* 33 *to Gal.*	#10 *Scoop* 30 *to Gal.*	#8 *Scoop* 28 *to Gal.*
Price per Gallon $1.10	.0143	.0172	.0212	.0250	.0333	.0367	.0393
Price per Gallon 1.15	.0149	.0180	.0221	.0261	.0348	.0383	.0411
Price per Gallon 1.25	.0162	.0195	.0240	.0284	.0379	.0417	.0446
Price per Gallon 1.35	.0175	.0211	.0260	.0307	.0409	.0450	.0482
Price per Gallon 1.45	.0188	.0227	.0279	.0330	.0439	.0483	.0518
Price per Gallon 1.55	.0201	.0242	.0298	.0352	.0470	.0517	.0554
Price per Gallon 1.60	.0208	.0250	.0308	.0364	.0485	.0533	.0571
Price per Gallon 1.65	.0214	.0258	.0317	.0375	.0500	.0550	.0589
Price per Gallon 1.70	.0221	.0265	.0327	.0386	.0515	.0566	.0607
Price per Gallon 1.80	.0234	.0281	.0346	.0409	.0545	.0600	.0642
Price per Gallon 1.85	.0240	.0289	.0355	.0420	.0560	.0616	.0661
Price per Gallon 1.90	.0246	.0297	.0365	.0431	.0575	.0633	.0678
Price per Gallon 1.95	.0253	.0305	.0375	.0443	.0591	.0650	.0696
Price per Gallon 2.00	.0259	.0312	.0384	.0454	.0606	.0666	.0714

EFFICIENCY RATING CHART

This efficiency rating card gives you reminders on points to check in the operation of the retail store. If you don't "rate" 75% or over when you fill in your own score, get busy!

EQUIPMENT	POSSIBLE POINTS	YOUR SCORE
Is carbonator in good condition? Oiled regularly?	2	
Are cooler box, Ice Cream cabinets in good condition, defrosted, when needed, and working properly?	4	
Are compressors working properly—clean and oiled?	2	
Are syrup pumps in good condition—regulated to throw right amount of syrup?	2	
Fruit and syrup jars in good condition—clean?	2	
Draft arms and faucets in good condition—replacement parts on hand?	2	
Toasters working properly? Extra elements on hand?	1	
Sterilizer doing real job of sterilizing?	2	
Stools tight; return rachets or pivots oiled?	1	
Crockery, silverware, glassware—in good condition? Ample supply?	1	
Ice Cream dippers sharp? Springs strong? Ice Cream spade straight with good cutting edges?	4	
Dipping pad in good condition? Extra one on hand?	1	
Menus — clean — clearly typed—replaced when worn?	1	
CLEAN UP CHECK UP		
Milk compartment—clean, free from odor?	2	
Fountain, drain board and sinks—clean and shiny?	2	
Glassware, silver, china, clean and bright?	1	
Dipper well water bath changed often?	2	
Back bar equipment, mirrors, clean, shiny?	2	
Counter top, wainscot, stools, clean, free from stickiness?	2	

	POSSIBLE POINTS	YOUR SCORE
Floor underneath fountain, floor slats or mat clean?	2	
Garbage receptacles emptied often through the day?	2	
Stock room in good condition—orderly?	2	
Floor swept frequently—each day?	2	
Show windows, door glass, clean and shiny?	2	
PERSONNEL		
Appearance, neat and clean, uniform, cap, shoes, etc.?	5	
Dispensers properly trained? Does each follow formulae correctly?	4	
Do dispensers make all orders uniform?	3	
Do dispensers dip Ice Cream properly?	5	
Dipper tapped on pad before each use?	5	
Fruit and topping stirred before each use?	2	
Ice Cream "to go" carefully packed? Hostess suggestions given with each order of Ice Cream going out?	4	
Sundaes made attractively—served on underliner or doily?	4	
Is menu studied—specials and prices memorized?	4	
Counter—kept clean and dry—dirty dishes promptly removed?	3	
Sufficient number of streamers and signs on windows and mirrors?	3	
Modern merchandising methods followed —displays kept attractive?	3	
Are weekly classes held—duties of individuals clearly outlined?	3	
Spirit of cooperation developed and encouraged?	3	
Money properly collected?	3	
TOTAL	100	

GEM CITY
ICE CREAM